

# CONTRACT



**WTOL-TV Toledo**  
**730 North Summit**  
**Toledo, OH 43604**  
**(419) 248-1111**

<u>Contract / Revision</u> 1598040 /		<u>Alt Order #</u> 08407323
<u>Product</u> <b>TRUMP FOR PRESIDENT</b>		
<u>Contract Dates</u> <b>10/25/16 - 10/31/16</b>		<u>Estimate #</u> <b>8027</b>
<u>Advertiser</u> <b>POL/Trump, Donald/R/United States Presiden</b>		<u>Original Date / Revision</u> 10/06/16 / 11/02/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WTOL</b>	<u>Account Executive</u> Dorie Penafiel	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 521	<u>Product 1/2</u> 959
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**American Media & Advocacy Group**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
D 1	WTOL	10/28/16	10/28/16	11pm News M-F	1057-1135pm		:30				NM	0	\$0.00
N 2	WTOL	10/28/16	10/28/16	Big Board Friday Football	Big Board Friday F		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	----1--	1			\$350.00					
N 3	WTOL	10/28/16	10/28/16	NEWS 11 @ NOON	1158am-1230pm		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	----1--	1			\$175.00					
N 4	WTOL	10/28/16	10/28/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	----1--	1			\$225.00					
N 5	WTOL	10/28/16	10/28/16	News 11 @ 6 PM	557-630p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	----1--	1			\$275.00					
N 6	WTOL	10/28/16	10/28/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	----1--	1			\$125.00					
N 7	WTOL	10/28/16	10/28/16	7-730pm M-F	M-F 658-730pm		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	----1--	1			\$250.00					
N 8	WTOL	10/28/16	10/28/16	730-8pm M-F	M-F 730-8pm		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	----1--	1			\$450.00					
N 9	WTOL	10/28/16	10/28/16	FRI HOUR 2	Friday Prime		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	----1--	1			\$750.00					
N 10	WTOL	10/31/16	10/31/16	MON HOUR 3	Monday Prime		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/31/16	11/06/16	1-----	1			\$700.00					
N 11	WTOL	10/31/16	10/31/16	11pm News M-F	1057-1135pm		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
1598040 /	08407323

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/25/16 - 10/31/16	TRUMP FOR PRESIDENT	8027

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Trump, Donald/R/Un	10/06/16 / 11/02/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	1-----				1	\$225.00				
N 12	WTOL	10/31/16	10/31/16	NEWS 11 @ NOON	1158am-1230pm		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	1-----				1	\$175.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	WTOL	10/31/16-11/06/16		NEWS 11 @ NOON	1158am-1230pm	M-----	:30		<del>\$175.00</del>		NM		
<i>Credited</i>													
N 13	WTOL	10/31/16	10/31/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	1-----				1	\$225.00				
N 14	WTOL	10/31/16	10/31/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	1-----				1	\$125.00				
N 15	WTOL	10/31/16	10/31/16	7-730pm M-F	M-F 658-730pm		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	1-----				1	\$250.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	WTOL	10/31/16-11/06/16		7-730pm M-F	M-F 658-730pm	M-----	:30		<del>\$250.00</del>		NM		
<i>Credited</i>													
N 16	WTOL	10/31/16	10/31/16	730-8pm M-F	M-F 730-8pm		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	1-----				1	\$450.00				
N 17	WTOL	10/29/16	10/29/16	NEWS 11 @ 11P WEEK-ENC	1057-1135pm		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----1-				1	\$175.00				
N 18	WTOL	10/29/16	10/29/16	News 11 @ 6 PM Weekend	557-630pm		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----1-				1	\$125.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	WTOL	10/24/16-10/30/16		News 11 @ 6 PM Weekend	557-630pm	-----Sa--	:30		<del>\$125.00</del>		NM		
<i>See MG 22.2</i>													
N 19	WTOL	10/30/16	10/30/16	Cleveland Browns	Cleveland Browns		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----1				1	\$1,000.00				
N 20	WTOL	10/30/16	10/30/16	NEWS 11 @ 11P WEEK-ENC	1057-1135pm		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----1				1	\$175.00				
N 21	WTOL	10/30/16	10/30/16	NFL TODAY	NFL Today		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----1				1	\$200.00				
N 22	WTOL	10/30/16	10/30/16	News 11 @ 6 PM Weekend	557-630pm		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----1				1	\$125.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	WTOL	10/24/16-10/30/16		News 11 @ 6 PM Weekend	557-630pm	-----Su	:30		<del>\$125.00</del>		NM		
<i>See MG 22.2</i>													
2	WTOL	10/27/16-10/28/16		NEWS 11 @ NOON	1158am-1230pm	----ThF----	:30		\$250.00		NM		
Ⓜ MG for 18.1,22.1													

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<u>Advertiser</u>	<u>Original Date / Revision</u>
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 23	WTOL	10/30/16	10/30/16	SUN HOUR 1	Sunday Prime		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-----1	1			\$700.00					
N 24	WTOL	10/30/16	10/30/16	CBS Sunday Morning	9-10:30am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-----1	1			\$50.00					
N 25	WTOL	10/27/16	10/27/16	11pm News M-F	1057-1135pm		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	---1---	1			\$225.00					
N 26	WTOL	10/27/16	10/27/16	NEWS 11 @ NOON	1158am-1230pm		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	---1---	1			\$175.00					
N 27	WTOL	10/27/16	10/27/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	---1---	1			\$225.00					
N 28	WTOL	10/27/16	10/27/16	News 11 @ 6 PM	557-630p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	---1---	1			\$275.00					
N 29	WTOL	10/27/16	10/27/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	---1---	1			\$125.00					
N 30	WTOL	10/27/16	10/27/16	7-730pm M-F	M-F 658-730pm		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	---1---	1			\$250.00					
N 31	WTOL	10/27/16	10/27/16	730-8pm M-F	M-F 730-8pm		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	---1---	1			\$450.00					
N 32	WTOL	10/25/16	10/25/16	11pm News M-F	1057-1135pm		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-1-----	1			\$225.00					
N 33	WTOL	10/25/16	10/25/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-1-----	1			\$225.00					
N 34	WTOL	10/25/16	10/25/16	News 11 @ 6 PM	557-630p		:30				NM	2	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-1-----	1			\$275.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WTOL	10/24/16-10/30/16	News 11 @ 6 PM	557-630p	-Tu-----	:30		<del>\$275.00</del>		NM		
				See MG 34.2,34.3									
	2	WTOL	10/26/16-10/28/16	Price Is Right	Price Is Right	---WThF---	:30		<del>\$200.00</del>		NM		
				See MG 34.4									
	3	WTOL	10/30/16-10/30/16	Leading Edge	Leading Edge	-----Su	:30		\$75.00		NM		
				MG for 34.1 10/25									
	4	WTOL	10/28/16-10/28/16	CBS Soaps	CBS Soaps	-----F---	:30		\$200.00		NM		
				MG for 34.2 10/27									
N 35	WTOL	10/25/16	10/25/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-1-----	1			\$125.00					

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<u>Contract Dates</u> 10/25/16 - 10/31/16		<u>Product</u> TRUMP FOR PRESIDENT
		<u>Estimate #</u> 8027
<u>Advertiser</u> POL/Trump, Donald/R/Un		<u>Original Date / Revision</u> 10/06/16 / 11/02/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 36	WTOL	10/25/16	10/25/16	7-730pm M-F	M-F 658-730pm		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-1-----	1			\$250.00					
N 37	WTOL	10/25/16	10/25/16	730-8pm M-F	M-F 730-8pm		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-1-----	1			\$450.00					
N 38	WTOL	10/25/16	10/25/16	TUE HOUR 1	Tuesday Prime		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-1-----	1			\$1,100.00					
D 39	WTOL	10/25/16	10/25/16	TUE HOUR 2	Tuesday Prime		:30				NM	0	\$0.00
N 40	WTOL	10/26/16	10/26/16	11pm News M-F	1057-1135pm		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	--1----	1			\$225.00					
N 41	WTOL	10/26/16	10/26/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	--1----	1			\$225.00					
N 42	WTOL	10/26/16	10/26/16	News 11 @ 6 PM	557-630p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	--1----	1			\$275.00					
N 43	WTOL	10/26/16	10/26/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	--1----	1			\$125.00					
N 44	WTOL	10/26/16	10/26/16	7-730pm M-F	M-F 658-730pm		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	--1----	1			\$250.00					
N 45	WTOL	10/26/16	10/26/16	730-8pm M-F	M-F 730-8pm		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	--1----	1			\$450.00					
N 46	WTOL	10/26/16	10/26/16	WED HOUR 1	Wednesday Prime		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	--1----	1			\$1,200.00					
N 47	WTOL	10/26/16	10/26/16	WED HOUR 2	Wednesday Prime		:30				NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	--1----	1			\$875.00					
N 48	WTOL	10/30/16	10/30/16	AM SUNDAY	AM Sunday		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/24/16	10/30/16	-----S	1			\$25.00					
<b>Totals</b>											0.00	44	\$14,900.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	39	\$13,175.00	(\$1,976.25)	\$11,198.75
10/31/16 - 10/31/16	5	\$1,725.00	(\$258.75)	\$1,466.25
<b>Totals</b>	<b>44</b>	<b>\$14,900.00</b>	<b>(\$2,235.00)</b>	<b>\$12,665.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WTOL-TV Toledo**  
**730 North Summit**  
**Toledo, OH 43604**  
**(419) 248-1111**

<u>Contract / Revision</u>	<u>Alt Order #</u>
1598040 /	08407323

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/25/16 - 10/31/16	TRUMP FOR PRESIDENT	8027

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Trump, Donald/R/Un	10/06/16 / 11/02/16

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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