

CONTRACT



13News Now
613 Woodis Ave.
Norfolk, VA 23510
(757)625-1313

<u>Contract / Revision</u> 2900817 /		<u>Alt Order #</u> WOC14620413
<u>Advertiser</u> ISS/ Affordable Virginia		<u>Original Date / Revision</u> 04/11/24 / 04/11/24
<u>Contract Dates</u> 04/16/24 - 04/22/24	<u>Estimate #</u> 4203	
<u>Product</u> AFFORDABLE VIRGINIA		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WVEC	<u>Account Executive</u> Aleesha Maewall	<u>Sales Office</u> TEGNA Sales V
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 27.30
<u>Agcy Code</u> 9915458	<u>Advertiser Code</u> AFVI	<u>Product 1/2</u> AFVI
<u>Agency Ref</u> 73053AG	<u>Advertiser Ref</u> M226952	

And:

Assembly / POL
One World Trade Center, 67th Floor
New York, NY 10007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WVEC	04/16/24	04/22/24	LIVE WITH KELLY	9:00 AM-10:00 AM		:30			P02		NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	04/15/24	04/21/24	--11---				2	\$325.00		1.30			
	Week:	04/22/24	04/28/24	1-----				1	\$325.00		1.30			
N 2	WVEC	04/16/24	04/22/24	THE VIEW	11:00 AM-12:00 P		:30			P02		NM	3	\$1,950.00
	Week:	04/15/24	04/21/24	--11---				2	\$650.00		1.70			
	Week:	04/22/24	04/28/24	1-----				1	\$650.00		1.70			
N 3	WVEC	04/16/24	04/19/24	13 NEWS NOW @ NC	12:00 PM-1:00 PM		:30			P02		NM	2	\$950.00
	Week:	04/15/24	04/21/24	---11--				2	\$475.00		1.30			
N 4	WVEC	04/16/24	04/22/24	13 NEWS NOW @ 4P	4:00 PM-5:00 PM		:30			P02		NM	4	\$1,600.00
	Week:	04/15/24	04/21/24	-1-11--				3	\$400.00		1.30			
	Week:	04/22/24	04/28/24	1-----				1	\$400.00		1.30			
N 5	WVEC	04/16/24	04/22/24	13 NEWS NOW @ 535	5:30 PM-6:00 PM		:30			P02		NM	2	\$2,400.00
	Week:	04/15/24	04/21/24	----1--				1	\$1,200.00		2.10			
	Week:	04/22/24	04/28/24	1-----				1	\$1,200.00		2.10			
N 6	WVEC	04/16/24	04/22/24	13 NEWS NOW @ 11	11:00 PM-11:35 P		:30			P02		NM	2	\$1,700.00
	Week:	04/15/24	04/21/24	----1--				1	\$850.00		1.50			
	Week:	04/22/24	04/28/24	1-----				1	\$850.00		1.50			
N 7	WVEC	04/16/24	04/21/24	13 NEWS NOW @ 6P	6:00 PM-6:30 PM		:30			P02		NM	1	\$600.00
	Week:	04/15/24	04/21/24	-----1				1	\$600.00		3.30			
Totals												27.30	17	\$10,175.00

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

Standard Terms: If you are purchasing broadcast spot advertising, station website advertising, or OTT advertising from a TEGNA national seller or TEGNA broadcast station, the transaction is subject to the TEGNA Standard Advertising Terms and Conditions ("TEGNA Terms"), which are available at <http://bit.ly/2eyrbCA>, as well as on the Advertise page from the Connect menu of the Station's website. If you are purchasing only OTT advertising directly from Premion and not from a local station, the transaction is subject to the Premion Standard Advertising Terms and Conditions ("Premion Terms"), which are available at <https://premion.com/advertising-terms-and-conditions/>.

You will be deemed to have accepted the TEGNA Terms or Premion Terms, as applicable, upon the earliest of (i) the date the campaign contemplated by this Contract first launches, or (ii) the date on which you pay any amounts specified on an invoice related to this Contract. We warrant that the actual broadcast information shown on our invoice was taken from the program log. We warrant spots are posted within two minutes of actual airtime.

Non-Discrimination: TEGNA, its stations and Premion do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.



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ISS/ Affordable Virginia	04/11/24 / 04/11/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
04/16/24 - 04/22/24	AFFORDABLE VIRGINIA	4203

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/01/24 -04/22/24	17	\$10,175.00	(\$1,526.25)	\$8,648.75
Totals	17	\$10,175.00	(\$1,526.25)	\$8,648.75

Signature: _____ **Date:** _____

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