

# CONTRACT



**WRAL**  
**2619 Western Blvd.**  
**Raleigh, NC 27606**  
**(919)890-6000**

<u>Contract / Revision</u> 304862 /		<u>Alt Order #</u> 10390373
<u>Advertiser</u> <b>Senate Majority PAC</b>		<u>Original Date / Revision</u> 05/20/22 / 05/20/22
<u>Contract Dates</u> <b>05/23/22 - 06/05/22</b>	<u>Estimate #</u> <b>10923</b>	
<u>Product</u> <b>SENATE MAJORITY PAC</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WRAL</b>	<u>Account Executive</u> Cheryl Blair (Long)	<u>Sales Office</u> Washington Tel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 163	<u>Product 1/2</u> 173
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Waterfront Strategies**  
**3050 K Street NW, Suite 100**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	05/23/22	06/03/22	WRAL 5a News	5a-530a		:30			NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/23/22	05/29/22	MTWTF--				1	\$675.00			
	Week:	05/30/22	06/05/22	MTWTF--				1	\$675.00			
N 2	WRAL	05/23/22	06/03/22	Various	530a-6a		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/23/22	05/29/22	MTWTF--				1	\$800.00			
	Week:	05/30/22	06/05/22	MTWTF--				1	\$800.00			
N 3	WRAL	05/23/22	06/03/22	WRAL AM News 6-7a	6a-7a		:30			NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/23/22	05/29/22	MTWTF--				2	\$2,000.00			
	Week:	05/30/22	06/05/22	MTWTF--				2	\$2,000.00			
N 4	WRAL	05/23/22	06/03/22	Today Show	7-9a		:30			NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/23/22	05/29/22	MTWTF--				3	\$2,000.00			
	Week:	05/30/22	06/05/22	MTWTF--				3	\$2,000.00			
N 5	WRAL	05/23/22	06/03/22	Various	9a-10a		:30			NM	4	\$5,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/23/22	05/29/22	MTWTF--				2	\$1,325.00			
	Week:	05/30/22	06/05/22	MTWTF--				2	\$1,325.00			
N 6	WRAL	05/23/22	06/03/22	Today Show III	Various		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/23/22	05/29/22	MTWTF--				1	\$750.00			
	Week:	05/30/22	06/05/22	MTWTF--				1	\$750.00			
N 7	WRAL	05/23/22	05/27/22	Various	Various		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/23/22	05/29/22	MTWTF--				1	\$325.00			
N 8	WRAL	05/23/22	06/03/22	WRAL Noon News	Various		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/23/22	05/29/22	MTWTF--				2	\$1,000.00			
	Week:	05/30/22	06/05/22	MTWTF--				2	\$1,000.00			
N 9	WRAL	05/23/22	06/03/22	Days of Our Lives	1p-2p		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/23/22	05/29/22	MTWTF--				1	\$725.00			
	Week:	05/30/22	06/05/22	MTWTF--				1	\$725.00			
N 10	WRAL	05/23/22	06/03/22	WRAL 4p News	4-5p		:30			NM	4	\$4,000.00
		<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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304862 /	10390373

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Majority PAC	05/20/22 / 05/20/22

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/23/22 - 06/05/22	SENATE MAJORITY PA	10923

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/23/22	05/29/22	MTWTF--				2	\$1,000.00			
Week:		05/30/22	06/05/22	MTWTF--				2	\$1,000.00			
N 11	WRAL	05/23/22	06/03/22	WRAL 5p News	5p-530p		:30			NM	4	\$9,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/23/22	05/29/22	MTWTF--				2	\$2,275.00			
Week:		05/30/22	06/05/22	MTWTF--				2	\$2,275.00			
N 12	WRAL	05/23/22	06/03/22	WRAL 530p News	530-6p		:30			NM	6	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/23/22	05/29/22	MTWTF--				3	\$3,000.00			
Week:		05/30/22	06/05/22	MTWTF--				3	\$3,000.00			
N 13	WRAL	05/23/22	06/03/22	Various	6p-6:30p		:30			NM	8	\$29,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/23/22	05/29/22	MTWTF--				4	\$3,675.00			
Week:		05/30/22	06/05/22	MTWTF--				4	\$3,675.00			
N 14	WRAL	05/23/22	06/03/22	Various	Various		:30			NM	8	\$19,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/23/22	05/29/22	MTWTF--				4	\$2,450.00			
Week:		05/30/22	06/05/22	MTWTF--				4	\$2,450.00			
N 15	WRAL	05/23/22	06/03/22	Inside Edition	730p-8		:30			NM	8	\$15,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/23/22	05/29/22	MTWTF--				4	\$1,900.00			
Week:		05/30/22	06/05/22	MTWTF--				4	\$1,900.00			
N 16	WRAL	05/23/22	06/05/22	Late News	11-1135p		:30			NM	8	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/23/22	05/29/22	MTWTFSS				4	\$2,100.00			
Week:		05/30/22	06/05/22	MTWTFSS				4	\$2,100.00			
N 17	WRAL	05/23/22	06/03/22	Tonight Show	11:35p-1237xm		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/23/22	05/29/22	MTWTF--				2	\$600.00			
Week:		05/30/22	06/05/22	MTWTF--				2	\$600.00			
N 18	WRAL	05/23/22	05/27/22	Late Night Seth Meyers	12:37 AM-1:37 AM		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/23/22	05/29/22	MTWTF--				1	\$325.00			
N 19	WRAL	05/30/22	05/30/22	Various	8-9p		:30			NM	1	\$3,525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/30/22	06/05/22	1-----				1	\$3,525.00			
N 20	WRAL	05/31/22	05/31/22	America's Got Talent TUE	7:56 PM-10:00 PM		:30			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/30/22	06/05/22	-1-----				1	\$10,000.00			
N 21	WRAL	05/24/22	05/24/22	Tuesday Hr 2	9-10p		:30			NM	1	\$6,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/23/22	05/29/22	-1-----				1	\$6,700.00			
N 22	WRAL	05/24/22	05/24/22	Tuesday Hr 3	10-11p		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/23/22	05/29/22	-1-----				1	\$4,500.00			
N 23	WRAL	05/25/22	06/01/22	Wednesday Hr 1			:30			NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/23/22	05/29/22	--1----				1	\$5,000.00			
Week:		05/30/22	06/05/22	--1----				1	\$5,000.00			
N 24	WRAL	06/02/22	06/02/22	Thursday Hr 1	8-9p		:30			NM	1	\$3,525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/30/22	06/05/22	---1---				1	\$3,525.00			
N 25	WRAL	05/29/22	05/29/22	America Ninja Warrior SUN	7:00 PM-9:00 PM		:30			NM	1	\$2,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/29/22	05/29/22	-----S				1	\$2,350.00			

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Week:		05/23/22	05/29/22	-----1				1	\$2,350.00			
N 26	WRAL	06/05/22	06/05/22	America's Got Talent	7:00 PM-10:00 PM		:30			NM	1	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/30/22	06/05/22	-----1				1	\$3,700.00			
<b>Totals</b>											87	\$194,650.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/25/22 - 05/29/22	44	\$94,050.00	(\$14,107.50)	\$79,942.50
05/30/22 - 06/05/22	43	\$100,600.00	(\$15,090.00)	\$85,510.00
<b>Totals</b>	87	\$194,650.00	(\$29,197.50)	\$165,452.50

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

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This order is subject to the terms and conditions set forth at

WRAL Digital Solutions: <https://www.wraldigitalsolutions.com/terms-conditions/>

WRAL & FOX TV and CBC Radio: <https://www.wral.com/terms-and-conditions-of-credit-sales/18564485/>