

CONTRACT

WYFF4.com

WYFF 4
505 Rutherford Street
Greenville, SC 29609
(864)242-4404

And:

American Media and Advocacy Group
815 Slaters Ln
Alexandria, VA 22314

5/12/20

**Order has not been accepted at this time.

For inventory management purposes, this request
 will be evaluated again at a date closer to the election.**

<u>Contract / Revision</u> 2011352 /		<u>Alt Order #</u> 26917264
<u>Advertiser</u> Tillis/R/US Senate		<u>Original Date / Revision</u> 05/07/20 / 05/07/20
<u>Contract Dates</u> 09/29/20 - 10/05/20	<u>Estimate #</u> 11841	
<u>Product</u> NC Senate 2020		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WYFF 4	<u>Account Executive</u> Meredith Thompson	<u>Sales Office</u> Eagle-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-64		
		<u>Total Ratings</u> 19.60
<u>Agy Code</u>	<u>Advertiser Code</u> 322	<u>Product 1/2</u> 1349
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WYFF	09/29/20	10/04/20	Sunday Night Football	8-1130p		:30				NM	1	\$2,200.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/28/20	10/04/20	-----S	1			\$2,200.00	9.00				
N 2	WYFF	09/29/20	10/04/20	Chicago Med	8-9pm		:30				NM	1	\$1,000.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/28/20	10/04/20	--W----	1			\$1,000.00	5.00				
N 3	WYFF	09/29/20	10/04/20	This is Us	9p-10p		:30				NM	1	\$2,000.00
		Class of Time - Immediately Pre-emptible without notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/28/20	10/04/20	-T-----	1			\$2,000.00	5.60				
Totals										19.60		3	\$5,200.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/20 - 10/04/20	3	\$5,200.00	(\$780.00)	\$4,420.00
Totals	3	\$5,200.00	(\$780.00)	\$4,420.00

Signature: _____ **Date:** _____

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

This contract is subject to the Standard Terms and Conditions for Purchase of Broadcast Advertising, which can be reviewed at the following URL: www.hearst.com/newsroom/hearst-television-advertising-sales

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. Four weeks advance cancellation notice is required unless otherwise specified.

Station, and its parent company, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.