



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

CONTRACT

| | | |
|---|---|--|
| <u>Contract / Revision</u> 219551 / | | <u>Alt Order #</u> 09815836 |
| <u>Advertiser</u> A Stronger NC | | <u>Original Date / Revision</u> 04/13/20 / 04/13/20 |
| <u>Contract Dates</u> 10/20/20 - 10/26/20 | <u>Estimate #</u> 8294 | |
| <u>Product</u> A STRONGER NC | | |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Property</u> WRAL | <u>Account Executive</u> Cheryl Blair (Long) | <u>Sales Office</u> Washington Tele |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>Agy Code</u> | <u>Advertiser Code</u> 538 | <u>Product 1/2</u> 574 |
| <u>Agency Ref</u> | <u>Advertiser Ref</u> | |

And:

Great American Media
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 | 10/20/20 | 10/26/20 | WRAL 430A News | 430a-5a | | :30 | | | NM | 2 | \$700.00 |
| | | 4Q20 Issue Rate Card | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/20/20 | 10/26/20 | MTWTF-- | 2 | | | \$350.00 | | | | |
| N 2 | WRAL | 10/20/20 | 10/26/20 | WRAL 5a News | 5a-530a | | :30 | | | NM | 3 | \$2,550.00 |
| | | 4Q20 Issue Rate Card | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/20/20 | 10/26/20 | MTWTF-- | 3 | | | \$850.00 | | | | |
| N 3 | WRAL | 10/20/20 | 10/26/20 | WRAL 530am News | 530a-6a | | :30 | | | NM | 3 | \$3,450.00 |
| | | 4Q20 Issue Rate Card | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/20/20 | 10/26/20 | MTWTF-- | 3 | | | \$1,150.00 | | | | |
| N 4 | WRAL | 10/20/20 | 10/26/20 | WRAL AM News 6-7a | 6a-7a | | :30 | | | NM | 5 | \$8,000.00 |
| | | 4Q20 Issue Rate Card | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/20/20 | 10/26/20 | MTWTF-- | 5 | | | \$1,600.00 | | | | |
| N 5 | WRAL | 10/20/20 | 10/26/20 | Today Show | 7-9a | | :30 | | | NM | 8 | \$10,600.00 |
| | | 4Q20 Issue Rate Card | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/20/20 | 10/26/20 | MTWTF-- | 8 | | | \$1,325.00 | | | | |
| N 6 | WRAL | 10/24/20 | 10/24/20 | WRAL News 6a-8a | SAT 6a-8a | | :30 | | | NM | 1 | \$825.00 |
| | | 4Q20 Issue Rate Card | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/19/20 | 10/25/20 | -----1- | 1 | | | \$825.00 | | | | |
| N 7 | WRAL | 10/24/20 | 10/24/20 | Saturday Today | Saturday Morning | | :30 | | | NM | 1 | \$1,200.00 |
| | | 4Q20 Issue Rate Card | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/19/20 | 10/25/20 | -----1- | 1 | | | \$1,200.00 | | | | |
| N 8 | WRAL | 10/25/20 | 10/25/20 | WRAL News | 6a-8a | | :30 | | | NM | 1 | \$825.00 |
| | | 4Q20 Issue Rate Card | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/19/20 | 10/25/20 | -----1 | 1 | | | \$825.00 | | | | |
| N 9 | WRAL | 10/25/20 | 10/25/20 | Sunday Today | Sunday Today | | :30 | | | NM | 1 | \$1,350.00 |
| | | 4Q20 Issue Rate Card | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/19/20 | 10/25/20 | -----1 | 1 | | | \$1,350.00 | | | | |
| N 10 | WRAL | 10/20/20 | 10/26/20 | WRAL Noon News | 12-1p | | :30 | | | NM | 2 | \$2,100.00 |
| | | 4Q20 Issue Rate Card | | | | | | | | | | |

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



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| <u>Contract / Revision</u> 219551 / | | <u>Alt Order #</u> 09815836 |
| <u>Advertiser</u> A Stronger NC | | <u>Original Date / Revision</u> 04/13/20 / 04/13/20 |
| <u>Contract Dates</u> 10/20/20 - 10/26/20 | <u>Product</u> A STRONGER NC | <u>Estimate #</u> 8294 |

| *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: | | 10/20/20 | 10/26/20 | MTWTF-- | | | | 2 | \$1,050.00 | | | |
| N 11 | WRAL | 10/20/20 | 10/26/20 | Days of Our Lives | 1p-2p | | :30 | | | NM | 2 | \$2,050.00 |
| 4Q20 Issue Rate Card | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/20/20 | 10/26/20 | MTWTF-- | | | | 2 | \$1,025.00 | | | |
| N 12 | WRAL | 10/20/20 | 10/26/20 | Doctors | 2p-3p | | :30 | | | NM | 3 | \$1,425.00 |
| 4Q20 Issue Rate Card | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/20/20 | 10/26/20 | MTWTF-- | | | | 3 | \$475.00 | | | |
| N 13 | WRAL | 10/20/20 | 10/26/20 | Dr. Phil | 3-4p | | :30 | | | NM | 4 | \$3,500.00 |
| 4Q20 Issue Rate Card | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/20/20 | 10/26/20 | MTWTF-- | | | | 4 | \$875.00 | | | |
| N 14 | WRAL | 10/20/20 | 10/26/20 | WRAL 4p News | 4-5p | | :30 | | | NM | 3 | \$2,775.00 |
| 4Q20 Issue Rate Card | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/20/20 | 10/26/20 | MTWTF-- | | | | 3 | \$925.00 | | | |
| N 15 | WRAL | 10/20/20 | 10/26/20 | WRAL 5p News | 5p-530p | | :30 | | | NM | 2 | \$3,400.00 |
| 4Q20 Issue Rate Card | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/20/20 | 10/26/20 | MTWTF-- | | | | 2 | \$1,700.00 | | | |
| N 16 | WRAL | 10/20/20 | 10/26/20 | WRAL 530p News | 530-6p | | :30 | | | NM | 3 | \$6,000.00 |
| 4Q20 Issue Rate Card | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/20/20 | 10/26/20 | MTWTF-- | | | | 3 | \$2,000.00 | | | |
| N 17 | WRAL | 10/20/20 | 10/26/20 | WRAL 6p News | 6p-6:30p | | :30 | | | NM | 3 | \$7,050.00 |
| 4Q20 Issue Rate Card | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/20/20 | 10/26/20 | MTWTF-- | | | | 3 | \$2,350.00 | | | |
| N 18 | WRAL | 10/20/20 | 10/26/20 | WRAL 7p News | 7p-7:30p | | :30 | | | NM | 3 | \$5,625.00 |
| 4Q20 Issue Rate Card | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/20/20 | 10/26/20 | MTWTF-- | | | | 3 | \$1,875.00 | | | |
| N 19 | WRAL | 10/25/20 | 10/25/20 | WRAL SUN 6p News | 6p-630p | | :30 | | | NM | 1 | \$1,275.00 |
| 4Q20 Issue Rate Card | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/19/20 | 10/25/20 | -----1 | | | | 1 | \$1,275.00 | | | |
| N 20 | WRAL | 10/20/20 | 10/26/20 | Inside Edition | 730p-8 | | :30 | | | NM | 4 | \$7,500.00 |
| 4Q20 Issue Rate Card | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/20/20 | 10/26/20 | MTWTF-- | | | | 4 | \$1,875.00 | | | |
| N 21 | WRAL | 10/20/20 | 10/26/20 | Late News | 11-1135p | | :30 | | | NM | 4 | \$9,900.00 |
| 4Q20 Issue Rate Card | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/20/20 | 10/26/20 | MTWTFSS | | | | 4 | \$2,475.00 | | | |
| N 22 | WRAL | 10/20/20 | 10/26/20 | Tonight Show | 11:35p-1237xm | | :30 | | | NM | 3 | \$2,625.00 |
| 4Q20 Issue Rate Card | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/20/20 | 10/26/20 | MTWTF-- | | | | 3 | \$875.00 | | | |
| N 23 | WRAL | 10/20/20 | 10/26/20 | Late Night Seth Meyers | 12:37 XM-1:37 XM | | :30 | | | NM | 3 | \$1,425.00 |
| 4Q20 Issue Rate Card | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/20/20 | 10/26/20 | MTWTF-- | | | | 3 | \$475.00 | | | |

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| Contract / Revision | Alt Order # |
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| 219551 / | 09815836 |

| Advertiser | Original Date / Revision |
|---------------|--------------------------|
| A Stronger NC | 04/13/20 / 04/13/20 |

| Contract Dates | Product | Estimate # |
|---------------------|---------------|------------|
| 10/20/20 - 10/26/20 | A STRONGER NC | 8294 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|------|----------------------|-----------------|---------------------|------------------|------|--------|-------------------|-------------|------|-----------|---------------------|
| N 24 | WRAL | 10/24/20 | 10/24/20 | Saturday Night Live | 11:30p-1x | | :30 | | | NM | 1 | \$1,325.00 |
| | | 4Q20 Issue Rate Card | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/19/20 | 10/25/20 | -----1- | | | | 1 | \$1,325.00 | | | |
| N 25 | WRAL | 10/26/20 | 10/26/20 | Voice Monday | 7:57 PM-10:00 PM | | :30 | | | NM | 1 | \$10,800.00 |
| | | 4Q20 Issue Rate Card | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/26/20 | 11/01/20 | 1----- | | | | 1 | \$10,800.00 | | | |
| N 26 | WRAL | 10/21/20 | 10/21/20 | Wednesday Hr 1 | 8-9p | | :30 | | | NM | 1 | \$8,000.00 |
| | | 4Q20 Issue Rate Card | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/19/20 | 10/25/20 | --1---- | | | | 1 | \$8,000.00 | | | |
| N 27 | WRAL | 10/21/20 | 10/21/20 | Wednesday Hr 2 | 9-10p | | :30 | | | NM | 1 | \$9,200.00 |
| | | 4Q20 Issue Rate Card | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/19/20 | 10/25/20 | --1---- | | | | 1 | \$9,200.00 | | | |
| N 28 | WRAL | 10/21/20 | 10/21/20 | Wednesday Hr 3 | 10-11p | | :30 | | | NM | 1 | \$9,000.00 |
| | | 4Q20 Issue Rate Card | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/19/20 | 10/25/20 | --1---- | | | | 1 | \$9,000.00 | | | |
| N 29 | WRAL | 10/23/20 | 10/23/20 | Friday Hr 1 | 8-9p | | :30 | | | NM | 1 | \$3,950.00 |
| | | 4Q20 Issue Rate Card | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/19/20 | 10/25/20 | -----1-- | | | | 1 | \$3,950.00 | | | |
| Totals | | | | | | | | | | | 71 | \$128,425.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|---------------------|----------------------|---------------------|
| 09/28/20 - 10/25/20 | 57 | \$102,425.00 | (\$15,363.75) | \$87,061.25 |
| 10/26/20 - 10/26/20 | 14 | \$26,000.00 | (\$3,900.00) | \$22,100.00 |
| Totals | 71 | \$128,425.00 | (\$19,263.75) | \$109,161.25 |

Signature: _____ **Date:** _____

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

WRAL Digital Solutions: [<https://www.wraldigitalsolutions.com/terms-conditions/>](https://www.wraldigitalsolutions.com/terms-conditions/)

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