

CONTRACT



WSOC-TV
WSOC Television, Inc.
PO Box 809229
Chicago, IL 60680-9229
(855) 333-2676

And:

Waterfront Strategies
3050 K Street NW
Ste 100
Washington, DC 20007

<u>Contract / Revision</u> 662627 /		<u>Alt Order #</u> 09755916
<u>Product</u> CAROLINA BLUE		
<u>Contract Dates</u> 02/19/20 - 03/03/20		<u>Estimate #</u> 8043
<u>Advertiser</u> ISS/Carolina Blue-A		<u>Original Date / Revision</u> 02/26/20 / 02/26/20
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WSOC-TV	<u>Account Executive</u> Philadelphia CoxRep	<u>Sales Office</u> CoxReps Philad
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> tv14573	<u>Advertiser Code</u> 530	<u>Product 1/2</u> 566
<u>Agency Ref</u> P00018027		<u>Advertiser Ref</u> P00073946-A

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 4	WSOC	02/19/20	03/03/20	M-F 630A-7A Local News	630A-7A		:30			P-02		NM	8	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	02/19/20	02/25/20	MTWTF--				5	\$1,750.00					
	Week:	02/26/20	03/03/20	MTWTF--				5	\$1,750.00					
	<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>		
	8	WSOC	02/26/20-03/03/20	M-F 630A-7A Local News	630A-7A	MTuWThF----	:30		\$1,750.00			NM		
				Credited										
	9	WSOC	02/26/20-03/03/20	M-F 630A-7A Local News	630A-7A	MTuWThF----	:30		\$1,750.00			NM		
				Credited										
N 5	WSOC	02/19/20	03/03/20	GMA 7a-8a	7a-8a		:30			P-02		NM	8	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	02/19/20	02/25/20	MTWTF--				5	\$2,000.00					
	Week:	02/26/20	03/03/20	MTWTF--				5	\$2,000.00					
	<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>		
	6	WSOC	02/26/20-03/03/20	GMA 7a-8a	7a-8a	MTuWThF----	:30		\$2,000.00			NM		
				Credited										
	7	WSOC	02/26/20-03/03/20	GMA 7a-8a	7a-8a	MTuWThF----	:30		\$2,000.00			NM		
				Credited										
N 6	WSOC	02/19/20	03/03/20	GMA 8a-9a	8a-9a		:30			P-02		NM	8	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	02/19/20	02/25/20	MTWTF--				5	\$1,800.00					
	Week:	02/26/20	03/03/20	MTWTF--				5	\$1,800.00					
	<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>		
	6	WSOC	02/26/20-03/03/20	GMA 8a-9a	8a-9a	MTuWThF----	:30		\$1,800.00			NM		
				Credited										
	7	WSOC	02/26/20-03/03/20	GMA 8a-9a	8a-9a	MTuWThF----	:30		\$1,800.00			NM		
				Credited										
N 21	WSOC	02/19/20	03/03/20	EWN 5p M-F	5p-530p		:30			P-02		NM	9	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	02/19/20	02/25/20	MTWTF--				5	\$1,600.00					

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

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group 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.

Thank you for your business!



WSOC-TV
WSOC Television, Inc.
PO Box 809229
Chicago, IL 60680-9229
(855) 333-2676

Contract / Revision		Alt Order #
662627 /		09755916
Contract Dates	Product	Estimate #
02/19/20 - 03/03/20	CAROLINA BLUE	8043
Advertiser		Original Date / Revision
ISS/Carolina Blue-A		02/26/20 / 02/26/20

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/26/20	03/03/20	MTWTF--				5	\$1,600.00					
	<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>		
	8	WSOC	02/26/20-03/03/20	EWN 5p M-F	5p-530p	MTuWThF----	:30		\$1,600.00			NM		
Credited														
N 22	WSOC	02/19/20	03/03/20	EWN 5:30p M-F	530p-6p		:30			P-02		NM	9	\$17,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/19/20	02/25/20	MTWTF--				5	\$1,900.00					
Week:		02/26/20	03/03/20	MTWTF--				5	\$1,900.00					
	<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>		
	9	WSOC	02/26/20-03/03/20	EWN 5:30p M-F	530p-6p	MTuWThF----	:30		\$1,900.00			NM		
Credited														
N 23	WSOC	02/19/20	03/03/20	EWN 6P-630P M-F	6p-630p		:30			P-02		NM	9	\$20,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/19/20	02/25/20	MTWTF--				5	\$2,300.00					
Week:		02/26/20	03/03/20	MTWTF--				5	\$2,300.00					
	<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>		
	7	WSOC	02/26/20-03/03/20	EWN 6P-630P M-F	6p-630p	MTuWThF----	:30		\$2,300.00			NM		
Credited														
N 26	WSOC	02/19/20	03/03/20	M-F 7P-730P	7P-730P		:30			P-02		NM	8	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/19/20	02/25/20	MTWTF--				5	\$2,500.00					
Week:		02/26/20	03/03/20	MTWTF--				5	\$2,500.00					
	<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>		
	8	WSOC	02/26/20-03/03/20	M-F 7P-730P	7P-730P	MTuWThF----	:30		\$2,500.00			NM		
Credited														
	10	WSOC	02/26/20-03/03/20	M-F 7P-730P	7P-730P	MTuWThF----	:30		\$2,500.00			NM		
Credited														
N 27	WSOC	02/19/20	03/03/20	M-F 730-8P	730-8P		:30			P-02		NM	9	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/19/20	02/25/20	MTWTF--				5	\$2,000.00					
Week:		02/26/20	03/03/20	MTWTF--				5	\$2,000.00					
	<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>		
	9	WSOC	02/26/20-03/03/20	M-F 730-8P	730-8P	MTuWThF----	:30		\$2,000.00			NM		
Credited														
N 30	WSOC	02/25/20	03/03/20	Tue Prime Hour 2	9p-10p		:30			P-02		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/24/20	03/01/20	-1-----				1	\$5,000.00					
	<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	WSOC	02/24/20-03/01/20	Tue Prime Hour 2	9p-10p	-Tu-----	:30		\$5,000.00			NM		
Credited														
Week:		03/02/20	03/08/20	-1-----				1	\$5,000.00					
	<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>		
	2	WSOC	03/02/20-03/08/20	Tue Prime Hour 2	9p-10p	-Tu-----	:30		\$5,000.00			NM		
Credited														
N 35	WSOC	02/19/20	03/03/20	Jimmy Kimmel Live	1135p-1235a		:30			P-02		NM	9	\$7,200.00
		<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)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group 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.

Thank you for your business!



WSOC-TV
WSOC Television, Inc.
PO Box 809229
Chicago, IL 60680-9229
(855) 333-2676

<u>Contract / Revision</u> 662627 /		<u>Alt Order #</u> 09755916
<u>Contract Dates</u> 02/19/20 - 03/03/20	<u>Product</u> CAROLINA BLUE	<u>Estimate #</u> 8043
<u>Advertiser</u> ISS/Carolina Blue-A		<u>Original Date / Revision</u> 02/26/20 / 02/26/20

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/19/20	02/25/20	MTWTF--				5	\$800.00					
Week:		02/26/20	03/03/20	MTWTF--				5	\$800.00					
	<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>		
	7	WSOC	02/26/20-03/03/20	Jimmy Kimmel Live	1135p-1235a	MTuWThF----	:30		\$800.00			NM		
Credited														
N 39	WSOC	02/27/20	02/28/20	ABC World News Toni630p-7p		---11--	:30	2	\$3,000.00	P-02	0.00	NM	2	\$6,000.00
N 40	WSOC	02/29/20	02/29/20	GMA Sa 9a	9a-10a	-----1-	:30	1	\$1,800.00	P-02	0.00	NM	1	\$1,800.00
N 41	WSOC	03/01/20	03/01/20	Su 7a-8a News	7a-8a	-----1	:30	1	\$1,200.00	P-02	0.00	NM	1	\$1,200.00
N 42	WSOC	03/01/20	03/01/20	GMA Su	8-9a	-----1	:30	1	\$2,400.00	P-02	0.00	NM	1	\$2,400.00
N 43	WSOC	03/02/20	03/03/20	M-F 630A-7A Local Ne630A-7A		11-----	:30	2	\$1,850.00	P-02	0.00	NM	2	\$3,700.00
N 44	WSOC	03/02/20	03/03/20	GMA 7a-8a	7a-8a	11-----	:30	2	\$2,450.00	P-02	0.00	NM	2	\$4,900.00
N 45	WSOC	03/02/20	03/03/20	GMA 8a-9a	8a-9a	11-----	:30	2	\$2,400.00	P-02	0.00	NM	2	\$4,800.00
N 46	WSOC	03/01/20	03/01/20	NBA RS Day Game 1 Various		-----1	:30	1	\$4,900.00	P-02	0.00	NM	1	\$4,900.00
Totals									0.00				204	\$363,400.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/17/20 - 02/23/20	63	\$110,700.00	(\$16,605.00)	\$94,095.00
02/24/20 - 03/01/20	109	\$196,600.00	(\$29,490.00)	\$167,110.00
03/02/20 - 03/08/20	32	\$56,100.00	(\$8,415.00)	\$47,685.00
Totals	204	\$363,400.00	(\$54,510.00)	\$308,890.00

Signature: _____ Date: _____

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

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group 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.

Thank you for your business!