## 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

	Contract / Re	vision	Alt Order	#		
	662627 /		09755916	70.		
Product						
CAROLINA BLUE						
Contract Dates	Estimate #					
02/19/20 - 03/03/20	8043					
<u>Advertiser</u>			Original Date	/ Revision		
ISS/Carolina Blue-A			02/26/20	/ 02/26/20		
	Billing Cycle	Billing	Calendar	Cash/Trade		
	WEEKLY Broadca		cast	Cash		
	Property	Account Executive		Sales Office		
wsoc-T		Philade	elphia CoxRe	CoxReps Philad		
	Special Hand	ling		1		
	Demographic					
	Adults 35+					
	Agy Code	Advertiser Code		Product 1/2		
tv14573		530		566		
	Control of the Contro	1330	Advandle	5/200/2012/00/2		
	Agency Ref		Advertiser Ref			
	P00018027		P00073946-A			

*I : Oh Ota-4 D-4- E-4 D-4- D	Start/End	Spots/			S): 39
*Line Ch Start Date End Date Description	Time Days	Length Week	Rate PCodeRtn	Type Spots	Amount
N 4 WSOC 02/19/20 03/03/20 M-F 630A-7A Local	the state of the s	:30	P-02	NM 8	\$14,000.00
Start Date End Date Weekdays Spot Week: 02/19/20 02/25/20 MTWTF	ts/Week Rate 5 \$1,750.00			1	
Week: 02/26/20 03/03/20 MTWTF	5 \$1,750.00			1	
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
8 WSOC 02/26/20-03/03/20 M-F 630A-7A Loc	Y5015-50-	MTuWThF :30	\$1,750.00	Type NM	
Credited	300,1,7,		ψ1,1 00.00	70707	
9 WSOC 02/26/20-03/03/20 M-F 630A-7A Loc	cal 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
	ts/Week Rate				,
Week: 02/19/20 02/25/20 MTWTF	5 \$2,000.00			- 1	
Week: 02/26/20 03/03/20 MTWTF	5 \$2,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
6 WSOC 02/26/20-03/03/20 GMA 7a-8a	7a-8a	MTuWThF :30	\$2,000.00	NM	
Credited		re-manufacture and a second			
7 WSOC 02/26/20-03/03/20 GMA 7a-8a	7a-8a	MTuWThF :30	\$2,000.00	NM	
Credited		The second secon			
N 6 WSOC02/19/20 03/03/20 GMA 8a-9a	8a-9a	:30	P-02	NM 8	\$14,400.00
Start Date End Date Weekdays Spot Week: 02/19/20 02/25/20 MTWTF	ts/Week Rate 5 \$1,800.00			ı	
Week: 02/26/20 03/03/20 MTWTF	5 \$1,800.00			- 1	
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Туре	
6 WSOC 02/26/20-03/03/20 GMA 8a-9a		MTuWThF :30	\$1,800.00	NM	
Credited			<b>\$1,000.00</b>	74.77	
7 WSOC 02/26/20-03/03/20 GMA 8a-9a	8a-9a	MTuWThF :30	\$1,800.00	NM	
Credited	APARTON MATERIAL PROPERTY AND APARTON AND				
N 21 WSOC 02/19/20 03/03/20 EWN 5p M-F	5p-530p	:30	P-02	NM 9	\$14,400.00
Start Date End Date Weekdays Spot	ts/Week Rate			10000000000000000000000000000000000000	
Week: 02/19/20 02/25/20 MTWTF	5 \$1,600.00			ı	

(\* 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

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.



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Advertiser

ISS/Carolina Blue-A

Original Date / Revision

02/26/20 / 02/26/20

	Start/End	Spots/			
*Line Ch Start Date End Date Description	Time Days	Length Week	Rate PCodeRtn	Type Spots	Amount
	ts/Week Rate				
Week: 02/26/20 03/03/20 MTWTF	5 \$1,600.00	TAXOS CONTRACTOR CONTR		H-110 MAN-	
Spot Ch Date Range Description  B M/SOC 03/26/20 03/03/20 FM/N 5- M 5	Start/End Time	Weekdays Length	Rate	Type	
8 WSOC 02/26/20-03/03/20 EWN 5p M-F Credited	5p-530p	MTuWThF :30	\$1,600.00	NM	
	520m C-	.00	D 00	NIX O	047 400 00
	530p-6p s/Week Rate	:30	P-02	NM 9	\$17,100.00
Week: 02/19/20 02/25/20 MTWTF	5 \$1,900.00				
Week: 02/26/20 03/03/20 MTWTF	5 \$1,900.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
9 WSOC 02/26/20-03/03/20 EWN 5:30p M-F	530p-6p	MTuWThF :30	\$1,900.00	NM	
Credited			3.8 58		
N 23 WSOC02/19/20 03/03/20 EWN 6P-630P M-	F 6p-630p	:30	P-02	NM 9	\$20,700.00
	s/Week Rate				
Week: 02/19/20 02/25/20 MTWTF	5 \$2,300.00			1	
Week: 02/26/20 03/03/20 MTWTF	5 \$2,300.00	TAR STATE OF THE S		The state of the s	
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
7 WSOC 02/26/20-03/03/20 EWN 6P-630P M- Credited	F 6p-630p	MTuWThF :30	\$2,300.00	NM	
	TD TAAD				
N 26 WSOC02/19/20 03/03/20 M-F 7P-730P	7P-730P	:30	P-02	NM 8	\$20,000.00
Start Date End Date Weekdays Spot Week: 02/19/20 02/25/20 MTWTF	<u>s/Week</u> <u>Rate</u> 5 \$2,500.00				
Week: 02/26/20 03/03/20 MTWTF	5 \$2,500.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
8 WSOC 02/26/20-03/03/20 M-F 7P-730P	7P-730P	MTuWThF :30	\$2,500.00	NM	
Credited	THE SECTION CHARACTERS		90 € 55 ° € 5 50 € 5 7 ° 6 5 5 5 6 5 6 5 6 5 6 5 6 5 6 5 6 5 6		
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
	s/Week Rate				
Week: 02/19/20 02/25/20 MTWTF	5 \$2,000.00				
Week: 02/26/20 03/03/20 MTWTF	5 \$2,000.00	VACCO CONTRACTOR OF THE PARTY O			
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
9 WSOC 02/26/20-03/03/20 M-F 730-8P Credited	730-8P	MTuWThF :30	<del>\$2,000.00</del>	NM	
	0- 10-	.00	D 00	NIN A	00.00
N 30 WSOC 02/25/20 03/03/20 Tue Prime Hour 2 Start Date End Date Weekdays Spot	9p-10p s/Week Rate	:30	P-02	NM 0	\$0.00
Week: 02/24/20 03/01/20 -1	1 \$5,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
1 WSOC 02/24/20-03/01/20 Tue Prime Hour 2	The state of the s	-Tu :30	\$5,000.00	NM	
Credited	accentes acressivations			A 3 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
Week: 03/02/20 03/08/20 -1	1 \$5,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length	Rate	Type	
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 Liv	POTATION AND AND	:30	P-02	NM 9	\$7,200.00
Start Date End Date Weekdays Spot	s/Week Rate			I	

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02/26/20

02/26/20



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	Contract / Revision 662627 /	Alt Order # 09755916	
Contract Dates	Product	Estimate #	
02/19/20 - 03/03/20	CAROLINA BLUE	8043	
Advertiser	0	riginal Date / Revision	

29	'Line	Ch Start D	ate End Date	e Description	Start/E Time	End Days	Length	Spots		PCode R	Rtn Type	Spots	Amount
-		Contract and all delivers and a ferrometer.	End Date	Neekdays Sr	oots/Week	Rate				~~~			
	Wee	k: 02/19/20	02/25/20 N	MTWTF	5	\$800.00							
	Wee	k: 02/26/20	03/03/20 N	ITWTF	5	\$800.00							
	S	The second of the second of the second of	e Range	Description		Start/End Time	Weekdays	Le	ngth	Rate	Type		
		7 WSOC 02/2	26/20-03/03/20	) Jimmy Kimmel	Live	1135p-1235a	MTuWThF-		:30 \$8	00.00	NM		
_		Credited											
7	39	WSOC 02/27/2	0 02/28/20	ABC World New	vs Toni630p-7	p11·	:30	2	\$3,000.00	P-02	0.00 NM	2	\$6,000.00
V	40	WSOC 02/29/2	0 02/29/20	GMA Sa 9a	9a-10a		L- :30	1	\$1,800.00	P-02	0.00 NM	1	\$1,800.00
N	41	WSOC 03/01/2	0 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 03/01/2	0 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 03/02/2	0 03/03/20	M-F 630A-7A Lo	ocal N∈630A-7	'A 11	:30	2	\$1,850.00	P-02	0.00 NM	2	\$3,700.00
N	44	WSOC 03/02/2	0 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 03/02/2	0 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 03/01/2	0 03/01/20	NBA RS Day Ga	ame 1 Various		-1 :30	1	\$4,900.00	P-02	0.00 NM	1	\$4,900.00
			SAME STREET		THE PERSONNEL PROPERTY.		Totals	*******	0.00			204	\$363,400.00

ISS/Carolina Blue-A

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	

Cianatura	Datas
Signature:	Date:

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