



**WSB-TV**  
**PO Box 809036**  
**Chicago, IL 60680-9036**  
**(855) 333-2676**

# CONTRACT

<u>Contract / Revision</u> 683057 /		<u>Alt Order #</u> 09812463
<u>Product</u> HOUSE MAJ PAC SKED B		
<u>Contract Dates</u> 10/27/20 - 11/02/20	<u>Estimate #</u> 8177	
<u>Advertiser</u> ISS/Patriot Majority USA-A		<u>Original Date / Revision</u> 04/07/20 / 04/07/20
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WSB-TV	<u>Account Executive</u> Washington DC CoxF	<u>Sales Office</u> CoxReps Washi
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> TV14573	<u>Advertiser Code</u> 79	<u>Product 1/2</u> 86
<u>Agency Ref</u> P00018027		<u>Advertiser Ref</u>

And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WSBTV	10/27/20	11/02/20	CH2 Action News at 6:6a-7a			:30			P-03		NM	7	\$18,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/20	11/02/20	MTWTF--				7	\$2,650.00					
N 2	WSBTV	10/27/20	11/02/20	Good Morning America:7a-9a			:30			P-02		NM	15	\$45,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/20	11/02/20	MTWTF--				15	\$3,000.00					
N 3	WSBTV	10/31/20	10/31/20	CH2 Action News at 6:6a-7a			:30			P-03		NM	1	\$950.00
		<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	\$950.00					
N 4	WSBTV	10/31/20	10/31/20	CH2 Action News at 7:7a-8a			:30			P-03		NM	1	\$1,450.00
		<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	\$1,450.00					
N 5	WSBTV	10/31/20	10/31/20	CH2 Action News at 8:8a-9a			:30			P-03		NM	1	\$1,750.00
		<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	\$1,750.00					
N 6	WSBTV	10/31/20	10/31/20	Good Morning America:9a-11a			:30			P-02		NM	1	\$3,000.00
		<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	\$3,000.00					
N 7	WSBTV	10/31/20	10/31/20	Sa CH2 Action News 12p-1230p			:30			P-03		NM	1	\$850.00
		<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	\$850.00					
N 8	WSBTV	11/01/20	11/01/20	CH2 Action News at 6:6a-7a			:30			P-02		NM	1	\$1,050.00
		<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	\$1,050.00					
N 9	WSBTV	11/01/20	11/01/20	Su 7a-730a News 7a-730a			:30			P-03		NM	1	\$1,250.00
		<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	\$1,250.00					
N 10	WSBTV	11/01/20	11/01/20	Su 730a-8a News 730a-8a			:30			P-01		NM	1	\$2,950.00
		<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.

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<u>Contract Dates</u> 10/27/20 - 11/02/20	<u>Product</u> HOUSE MAJ PAC SKED	<u>Estimate #</u> 8177
<u>Advertiser</u> ISS/Patriot Majority USA-		<u>Original Date / Revision</u> 04/07/20 / 04/07/20

*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:		10/26/20	11/01/20	-----1				1	\$2,950.00					
N 11	WSBT	11/01/20	11/01/20	Good Morning America	8a-9a		:30			P-01		NM	1	\$3,000.00
		<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	\$3,000.00					
N 12	WSBT	11/01/20	11/01/20	CH2 Action News at 9a	9a-10a		:30			P-03		NM	1	\$1,950.00
		<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	\$1,950.00					
N 13	WSBT	11/01/20	11/01/20	CH2 Action News at 11a	10a-11a		:30			P-03		NM	1	\$1,450.00
		<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	\$1,450.00					
N 14	WSBT	10/27/20	11/02/20	Live w/ Kelly & Ryan	9a-10a		:30			P-03		NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/20	11/02/20	MTWTF--				2	\$1,400.00					
N 15	WSBT	10/27/20	11/02/20	Daytime	9:00 AM-1:00 PM		:30			P-05		NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/20	11/02/20	MTWTF--				7	\$1,200.00					
N 16	WSBT	10/27/20	11/02/20	M-F 10a-11a	10a-11a		:30			P-02		NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/20	11/02/20	MTWTF--				5	\$1,200.00					
N 17	WSBT	10/27/20	11/02/20	The View	11a-12p		:30			P-02		NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/20	11/02/20	MTWTF--				5	\$2,500.00					
N 18	WSBT	10/27/20	11/02/20	CH2 Action News at 12p	12p-1p		:30			P-03		NM	5	\$7,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/20	11/02/20	MTWTF--				5	\$1,450.00					
N 19	WSBT	10/27/20	11/02/20	General Hospital	2p-3p		:30			P-03		NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/20	11/02/20	MTWTF--				5	\$1,500.00					
N 20	WSBT	10/27/20	11/02/20	M-F 3p-4p	3p-4p		:30			P-03		NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/20	11/02/20	MTWTF--				3	\$900.00					
N 21	WSBT	11/01/20	11/01/20	CH2 Action News	12p-1230p		:30			P-03		NM	1	\$850.00
		<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	\$850.00					
N 22	WSBT	11/01/20	11/01/20	Su 1230p-6p	12:30 PM-1:00 PM		:30			P-03		NM	1	\$700.00
		<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	\$700.00					
N 23	WSBT	10/27/20	11/02/20	CH2 Action News at 4p	4p-5p		:30			P-03		NM	15	\$21,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/20	11/02/20	MTWTF--				15	\$1,450.00					
N 24	WSBT	10/27/20	11/02/20	CH2 Action News at 5p	5p-6p		:30			P-03		NM	15	\$24,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/20	11/02/20	MTWTF--				15	\$1,650.00					
N 25	WSBT	10/27/20	11/02/20	CH2 Action News at 6p	6:00 PM-6:55 PM		:30			P-03		NM	15	\$38,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
													5	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/20	11/02/20	MTWTF--				15	\$2,550.00					
N 26	WSBT	10/27/20	11/02/20	M-F GA Lottery Draw	6:55 PM-6:58 PM		:30			P-03		NM	5	\$17,000.00
													1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/20	11/02/20	MTWTF--				5	\$3,400.00					
N 27	WSBT	11/01/20	11/01/20	CH2 Action News at 6p	6p-630p		:30			P-03		NM	1	\$1,650.00
													5	\$20,000.00
		<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	\$1,650.00					
N 28	WSBT	10/27/20	11/02/20	Entertainment Tonight	730p-8p		:30			P-03		NM	5	\$20,000.00
													1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/20	11/02/20	MTWTF--				5	\$4,000.00					
N 29	WSBT	11/02/20	11/02/20	Mon Prime Other 1	8:00 PM-10:00 PM		:30			P-02		NM	1	\$20,000.00
													1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/02/20	11/08/20	1-----				1	\$20,000.00					
N 30	WSBT	10/28/20	10/28/20	Wed Prime Hour 1	8p-9p		:30			P-03		NM	1	\$12,000.00
													1	\$10,000.00
		<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	\$12,000.00					
N 31	WSBT	10/30/20	10/30/20	Fri Prime Other 1	9:00 PM-11:00 PM		:30			P-03		NM	1	\$10,000.00
													4	\$15,800.00
		<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	\$10,000.00					
N 32	WSBT	10/27/20	11/02/20	CH2 News Nightbeat	11p-1135p		:30			P-02		NM	4	\$15,800.00
													3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/20	11/02/20	MTWTFSS				4	\$3,950.00					
N 33	WSBT	10/27/20	11/02/20	M-F 105a-135a	105a-135a		:30			P-02		NM	3	\$2,100.00
													1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/20	11/02/20	MTWTF--				3	\$700.00					
N 34	WSBT	11/01/20	11/01/20	Su 1135p-1205a Sport	1135p-1205a		:30			P-02		NM	1	\$1,650.00
													1	\$9,000.00
		<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	\$1,650.00					
N 35	WSBT	10/31/20	10/31/20	College FB RS Dbl He	3:30 PM-7:00 PM		:30			P-03		NM	1	\$9,000.00
		<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	\$9,000.00					
													135	\$325,850.00
<b>Totals</b>									<b>0.00</b>					

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/26/20 - 11/01/20	110	\$253,100.00	(\$37,965.00)	\$215,135.00
11/02/20 - 11/08/20	25	\$72,750.00	(\$10,912.50)	\$61,837.50
<b>Totals</b>	<b>135</b>	<b>\$325,850.00</b>	<b>(\$48,877.50)</b>	<b>\$276,972.50</b>

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

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