



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

# CONTRACT

And:

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

<u>Contract / Revision</u> 662782 /		<u>Alt Order #</u> 09756320
<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> 02/18/20 / 02/18/20
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WAXN-TV	<u>Account Executive</u> Philadelphia CoxRep	<u>Sales Office</u> CoxReps Philad
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy 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 1	WAXN	02/19/20	02/25/20	M-F 7a-8a	7:30 AM-8:00 AM		:30			P-02		NM	5	\$750.00
		<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	\$150.00					
N 2	WAXN	02/26/20	03/03/20	M-F 7a-8a	7:30 AM-8:00 AM		:30			P-02		NM	5	\$750.00
		<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	\$150.00					
N 3	WAXN	02/19/20	02/25/20	M-F 8a-9a	8:00 AM-8:30 AM		:30			P-02		NM	5	\$775.00
		<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	\$155.00					
N 4	WAXN	02/26/20	03/03/20	M-F 8a-9a	8:00 AM-8:30 AM		:30			P-02		NM	5	\$775.00
		<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	\$155.00					
N 5	WAXN	02/19/20	02/25/20	M-F 8a-9a	8:30 AM-9:00 AM		:30			P-02		NM	5	\$775.00
		<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	\$155.00					
N 6	WAXN	02/26/20	03/03/20	M-F 8a-9a	8:30 AM-9:00 AM		:30			P-02		NM	5	\$775.00
		<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	\$155.00					
N 7	WAXN	02/19/20	02/25/20	M-F 2p-230p	2p-230p		:30			P-02		NM	5	\$200.00
		<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	\$40.00					
N 8	WAXN	02/26/20	03/03/20	M-F 2p-230p	2p-230p		:30			P-02		NM	5	\$200.00
		<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	\$40.00					
N 9	WAXN	02/19/20	02/25/20	M-F 230p-3p	230p-3p		:30			P-02		NM	5	\$200.00
		<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	\$40.00					
N 10	WAXN	02/26/20	03/03/20	M-F 230p-3p	230p-3p		:30			P-02		NM	5	\$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)

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<u>Contract / Revision</u>		<u>Alt Order #</u>
662782 /		09756320
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
02/19/20 - 03/03/20	CAROLINA BLUE	8043
<u>Advertiser</u>		<u>Original Date / Revision</u>
ISS/Carolina Blue-A		02/18/20 / 02/18/20

*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	\$40.00					
N 11	WAXN	02/19/20	02/25/20	M-F 4p-430p	4p-430p		:30			P-02		NM	3	\$150.00
		<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--				3	\$50.00					
N 12	WAXN	02/26/20	03/03/20	M-F 4p-430p	4p-430p		:30			P-02		NM	3	\$150.00
		<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--				3	\$50.00					
N 13	WAXN	02/19/20	02/25/20	M-F 430p-5p	430p-5p		:30			P-02		NM	3	\$165.00
		<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--				3	\$55.00					
N 14	WAXN	02/26/20	03/03/20	M-F 430p-5p	430p-5p		:30			P-02		NM	3	\$165.00
		<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--				3	\$55.00					
N 15	WAXN	02/19/20	02/25/20	M-F 5p-530p	5p-530p		:30			P-02		NM	3	\$165.00
		<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--				3	\$55.00					
N 16	WAXN	02/26/20	03/03/20	M-F 5p-530p	5p-530p		:30			P-02		NM	3	\$165.00
		<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--				3	\$55.00					
N 17	WAXN	02/19/20	02/25/20	M-F 530p-6p	530p-6p		:30			P-02		NM	3	\$165.00
		<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--				3	\$55.00					
N 18	WAXN	02/26/20	03/03/20	M-F 530p-6p	530p-6p		:30			P-02		NM	3	\$165.00
		<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--				3	\$55.00					
N 19	WAXN	02/19/20	02/25/20	M-F 6p-630p	6p-630p		:30			P-02		NM	3	\$225.00
		<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--				3	\$75.00					
N 20	WAXN	02/26/20	03/03/20	M-F 6p-630p	6p-630p		:30			P-02		NM	3	\$225.00
		<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--				3	\$75.00					
N 21	WAXN	02/19/20	02/25/20	M-F 7p-730p	7p-730p		:30			P-02		NM	4	\$1,100.00
		<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--				4	\$275.00					
N 22	WAXN	02/26/20	03/03/20	M-F 7p-730p	7p-730p		:30			P-02		NM	4	\$1,100.00
		<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--				4	\$275.00					
N 23	WAXN	02/19/20	02/25/20	M-F 730p-8p	730p-8p		:30			P-02		NM	4	\$1,300.00
		<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--				4	\$325.00					
N 24	WAXN	02/26/20	03/03/20	M-F 730p-8p	730p-8p		:30			P-02		NM	4	\$1,300.00
		<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--				4	\$325.00					
N 25	WAXN	02/19/20	02/25/20	M-F 8p-830p	8p-830p		:30			P-02		NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					

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Contract / Revision 662782 /		Alt Order # 09756320
Contract Dates 02/19/20 - 03/03/20	Product CAROLINA BLUE	Estimate # 8043
Advertiser ISS/Carolina Blue-A		Original Date / Revision 02/18/20 / 02/18/20

*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--				3	\$250.00					
N 26	WAXN	02/26/20	03/03/20	M-F 8p-830p	8p-830p		:30			P-02		NM	4	\$1,000.00
		<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--				4	\$250.00					
N 27	WAXN	02/19/20	02/25/20	M-F 830p-9p	830p-9p		:30			P-02		NM	4	\$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--				4	\$175.00					
N 28	WAXN	02/26/20	03/03/20	M-F 830p-9p	830p-9p		:30			P-02		NM	4	\$700.00
		<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--				4	\$175.00					
N 29	WAXN	02/19/20	02/25/20	M-F 9p-930p	9p-930p		:30			P-02		NM	4	\$800.00
		<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--				4	\$200.00					
N 30	WAXN	02/26/20	03/03/20	M-F 9p-930p	9p-930p		:30			P-02		NM	4	\$800.00
		<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--				4	\$200.00					
N 31	WAXN	02/19/20	02/25/20	M-F 930p-10p	930p-10p		:30			P-02		NM	4	\$800.00
		<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--				4	\$200.00					
N 32	WAXN	02/26/20	03/03/20	M-F 930p-10p	930p-10p		:30			P-02		NM	4	\$800.00
		<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--				4	\$200.00					
N 33	WAXN	02/19/20	02/25/20	M-F 10p-1030p	10p-1030p		:30			P-02		NM	3	\$2,100.00
		<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--				3	\$700.00					
N 34	WAXN	02/26/20	03/03/20	M-F 10p-1030p	10p-1030p		:30			P-02		NM	3	\$2,100.00
		<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--				3	\$700.00					
N 35	WAXN	02/19/20	02/25/20	M-F 1030p-11p	1030p-11p		:30			P-02		NM	2	\$1,200.00
		<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--				2	\$600.00					
N 36	WAXN	02/26/20	03/03/20	M-F 1030p-11p	1030p-11p		:30			P-02		NM	2	\$1,200.00
		<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--				2	\$600.00					
Totals									0.00				137	\$24,890.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/17/20 - 02/23/20	36	\$5,990.00	(\$898.50)	\$5,091.50
02/24/20 - 03/01/20	70	\$13,420.00	(\$2,013.00)	\$11,407.00
03/02/20 - 03/08/20	31	\$5,480.00	(\$822.00)	\$4,658.00
<b>Totals</b>	<b>137</b>	<b>\$24,890.00</b>	<b>(\$3,733.50)</b>	<b>\$21,156.50</b>

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Contract / Revision	Alt Order #
662782 /	09756320

Contract Dates	Product	Estimate #
02/19/20 - 03/03/20	CAROLINA BLUE	8043

Advertiser	Original Date / Revision
ISS/Carolina Blue-A	02/18/20 / 02/18/20

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

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