



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

CONTRACT

<u>Contract / Revision</u> 219554 /		<u>Alt Order #</u> 09815837
<u>Advertiser</u> A Stronger NC		<u>Original Date / Revision</u> 04/13/20 / 04/13/20
<u>Contract Dates</u> 10/27/20 - 11/02/20	<u>Estimate #</u> 8295	
<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	10/27/20	11/02/20	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:		10/27/20	11/02/20	MTWTF--	2			\$350.00				
N 2	WRAL	10/27/20	11/02/20	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:		10/27/20	11/02/20	MTWTF--	3			\$850.00				
N 3	WRAL	10/27/20	11/02/20	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:		10/27/20	11/02/20	MTWTF--	3			\$1,150.00				
N 4	WRAL	10/27/20	11/02/20	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:		10/27/20	11/02/20	MTWTF--	5			\$1,600.00				
N 5	WRAL	10/27/20	11/02/20	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:		10/27/20	11/02/20	MTWTF--	8			\$1,325.00				
N 6	WRAL	10/31/20	10/31/20	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:		10/26/20	11/01/20	-----1-	1			\$825.00				
N 7	WRAL	10/31/20	10/31/20	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:		10/26/20	11/01/20	-----1-	1			\$1,200.00				
N 8	WRAL	11/01/20	11/01/20	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:		10/26/20	11/01/20	-----1	1			\$825.00				
N 9	WRAL	11/01/20	11/01/20	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:		10/26/20	11/01/20	-----1	1			\$1,350.00				
N 10	WRAL	10/27/20	11/02/20	WRAL Noon News	12-1p		:30			NM	2	\$2,100.00
		4Q20 Issue Rate Card										

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*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:		10/27/20	11/02/20	MTWTF--				2	\$1,050.00			
N 11	WRAL	10/27/20	11/02/20	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:		10/27/20	11/02/20	MTWTF--				2	\$1,025.00			
N 12	WRAL	10/27/20	11/02/20	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:		10/27/20	11/02/20	MTWTF--				3	\$475.00			
N 13	WRAL	10/27/20	11/02/20	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:		10/27/20	11/02/20	MTWTF--				4	\$875.00			
N 14	WRAL	10/27/20	11/02/20	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:		10/27/20	11/02/20	MTWTF--				3	\$925.00			
N 15	WRAL	10/27/20	11/02/20	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:		10/27/20	11/02/20	MTWTF--				2	\$1,700.00			
N 16	WRAL	10/27/20	11/02/20	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:		10/27/20	11/02/20	MTWTF--				3	\$2,000.00			
N 17	WRAL	10/27/20	11/02/20	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:		10/27/20	11/02/20	MTWTF--				3	\$2,350.00			
N 18	WRAL	10/27/20	11/02/20	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:		10/27/20	11/02/20	MTWTF--				3	\$1,875.00			
N 19	WRAL	11/01/20	11/01/20	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:		10/26/20	11/01/20	-----1				1	\$1,275.00			
N 20	WRAL	10/27/20	11/02/20	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:		10/27/20	11/02/20	MTWTF--				4	\$1,875.00			
N 21	WRAL	10/27/20	11/02/20	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:		10/27/20	11/02/20	MTWTFSS				4	\$2,475.00			
N 22	WRAL	10/27/20	11/02/20	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:		10/27/20	11/02/20	MTWTF--				3	\$875.00			
N 23	WRAL	10/27/20	11/02/20	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:		10/27/20	11/02/20	MTWTF--				3	\$475.00			

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A Stronger NC	04/13/20 / 04/13/20

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/27/20 - 11/02/20	A STRONGER NC	8295

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 24	WRAL	10/31/20	10/31/20	Saturday Night Live	11:30p-1x		:30			NM	1	\$1,325.00
		<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	\$1,325.00			
N 25	WRAL	11/02/20	11/02/20	Voice Monday	7:57 PM-10:00 PM		:30			NM	1	\$10,800.00
		<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	\$10,800.00			
N 26	WRAL	10/28/20	10/28/20	Wednesday Hr 1	8-9p		:30			NM	1	\$8,000.00
		<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	\$8,000.00			
N 27	WRAL	10/28/20	10/28/20	Wednesday Hr 2	9-10p		:30			NM	1	\$9,200.00
		<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	\$9,200.00			
N 28	WRAL	10/28/20	10/28/20	Wednesday Hr 3	10-11p		:30			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			
N 29	WRAL	10/30/20	10/30/20	Friday Hr 1	8-9p		:30			NM	1	\$3,950.00
		<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	\$3,950.00			
Totals											71	\$128,425.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/26/20 - 11/02/20	71	\$128,425.00	(\$19,263.75)	\$109,161.25
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/)