

CONTRACT



WBAY
 115 S Jefferson St
 Green Bay, WI 54301
 Sales T & C: <http://advertising.graymedia.com/>
 (920) 432-3331

<u>Contract / Revision</u> 3887345 /		<u>Alt Order #</u> WOC15053528
<u>Advertiser</u> Building America's Future		<u>Original Date / Revision</u> 02/17/25 / 02/17/25
<u>Contract Dates</u> 02/20/25 - 03/05/25	<u>Estimate #</u> 41	
<u>Product</u> BAF		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WBAY	<u>Account Executive</u> Green Bay House	<u>Sales Office</u> Green Bay Nat
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 450.00
<u>Agy Code</u> 9923840	<u>Advertiser Code</u> 6	<u>Product 1/2</u> 28
<u>Agency Ref</u> 204816	<u>Advertiser Ref</u> 540357	

And:

M2 Placement
 10065 E Harvard Ave
 Ste 400
 Denver, CO 80231

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WBAY	02/20/25	03/05/25	Action 2 News M-F @ 9-930a			:30			P- 2		NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	02/20/25	02/26/25	MTWTF--				5	\$500.00		2.80			
	Week:	02/27/25	03/05/25	MTWTF--				5	\$500.00		2.80			
N 2	WBAY	02/20/25	03/05/25	Action 2 News M-F @ 10p-1035p			:30			P- 2		NM	10	\$9,000.00
	Week:	02/20/25	02/26/25	MTWTF--				5	\$900.00		4.00			
	Week:	02/27/25	03/05/25	MTWTF--				5	\$900.00		4.00			
N 3	WBAY	02/20/25	03/05/25	Action 2 News @ 430a-5a			:30			P- 2		NM	10	\$2,000.00
	Week:	02/20/25	02/26/25	MTWTF--				5	\$200.00		1.10			
	Week:	02/27/25	03/05/25	MTWTF--				5	\$200.00		1.10			
N 4	WBAY	02/20/25	03/05/25	Action 2 News M-F @ 4p-430p			:30			P- 2		NM	10	\$7,000.00
	Week:	02/20/25	02/26/25	MTWTF--				5	\$700.00		2.70			
	Week:	02/27/25	03/05/25	MTWTF--				5	\$700.00		2.70			
N 5	WBAY	02/20/25	03/05/25	GMA 8a	8a-9a		:30			P- 2		NM	10	\$7,000.00
	Week:	02/20/25	02/26/25	MTWTF--				5	\$700.00		2.80			
	Week:	02/27/25	03/05/25	MTWTF--				5	\$700.00		2.80			
N 6	WBAY	02/20/25	03/05/25	Action 2 News M-F @ 5p-530p			:30			P- 1		NM	10	\$10,000.00
	Week:	02/20/25	02/26/25	MTWTF--				5	\$1,000.00		6.20			
	Week:	02/27/25	03/05/25	MTWTF--				5	\$1,000.00		6.20			
N 7	WBAY	02/20/25	03/05/25	Action 2 News M-F @ 6p-630p			:30			P- 1		NM	10	\$11,000.00
	Week:	02/20/25	02/26/25	MTWTF--				5	\$1,100.00		6.50			
	Week:	02/27/25	03/05/25	MTWTF--				5	\$1,100.00		6.50			
N 8	WBAY	02/20/25	03/05/25	Action 2 News M-F @ 12p-1230p			:30			P- 2		NM	10	\$6,500.00
	Week:	02/20/25	02/26/25	MTWTF--				5	\$650.00		4.50			
	Week:	02/27/25	03/05/25	MTWTF--				5	\$650.00		4.50			
N 9	WBAY	02/20/25	03/05/25	GMA 7a	7a-8a		:30			P- 1		NM	10	\$8,500.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 10	WBAY	02/20/25	03/05/25	Action 2 News M-F @ 430-5p			:30			P-2		NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/20/25	02/26/25	MTWTF--				5	\$850.00					3.00
Week:		02/27/25	03/05/25	MTWTF--				5	\$850.00					3.00
N 11	WBAY	02/20/25	03/02/25	Good Morning America 7a-8a			:30			P-2		NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/20/25	02/26/25	-----S				1	\$700.00					2.80
Week:		02/27/25	03/05/25	-----S				1	\$700.00					2.80
N 12	WBAY	02/20/25	03/02/25	This Week 9a-10a			:30			P-2		NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/20/25	02/26/25	-----S				1	\$750.00					2.90
Week:		02/27/25	03/05/25	-----S				1	\$750.00					2.90
N 13	WBAY	02/20/25	03/01/25	Action 2 News Sa @ 88a-9a			:30			P-2		NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/20/25	02/26/25	-----S-				1	\$600.00					3.30
Week:		02/27/25	03/05/25	-----S-				1	\$600.00					3.30
N 14	WBAY	02/20/25	03/01/25	ABC GMA Sat 2nd Hour 9a-10a			:30			P-2		NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/20/25	02/26/25	-----S-				1	\$500.00					2.70
Week:		02/27/25	03/05/25	-----S-				1	\$500.00					2.70
N 15	WBAY	02/20/25	03/02/25	Action 2 News Su @ 5530p-6p			:30			P-2		NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/20/25	02/26/25	-----S				1	\$900.00					5.00
Week:		02/27/25	03/05/25	-----S				1	\$900.00					5.00
N 16	WBAY	02/20/25	03/02/25	Action 2 News Su @ 110-1035p			:30			P-2		NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/20/25	02/26/25	-----S				1	\$900.00					4.90
Week:		02/27/25	03/05/25	-----S				1	\$900.00					4.90
N 17	WBAY	02/20/25	03/01/25	Action 2 News Sa @ 66p-630p			:30			P-2		NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/20/25	02/26/25	-----S-				1	\$750.00					6.00
Week:		02/27/25	03/05/25	-----S-				1	\$750.00					6.00
N 18	WBAY	02/20/25	03/02/25	Action 2 News Su @ 88a-9a			:30			P-2		NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/20/25	02/26/25	-----S				1	\$600.00					2.90
Week:		02/27/25	03/05/25	-----S				1	\$600.00					2.90
N 19	WBAY	02/20/25	03/01/25	Good Morning America 7a-8a			:30			P-2		NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/20/25	02/26/25	-----S-				1	\$650.00					3.10
Week:		02/27/25	03/05/25	-----S-				1	\$650.00					3.10
N 20	WBAY	02/20/25	03/02/25	Sunday Sports Night 1035p-1045p			:30			P-2		NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/20/25	02/26/25	-----S				1	\$550.00					3.20
Week:		02/27/25	03/05/25	-----S				1	\$550.00					3.20
N 21	WBAY	02/20/25	02/28/25	20/20 8p-10p			:30			P-3		NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/20/25	02/26/25	----F--				1	\$650.00					3.20
Week:		02/27/25	03/05/25	----F--				1	\$650.00					3.20

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		Start Date	End Date	Weekdays			Spots/Week	Rate	Rating						
Totals													450.00	122	\$89,100.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
01/27/25 - 02/23/25	31	\$22,350.00	(\$3,352.50)	\$18,997.50
02/24/25 - 03/05/25	91	\$66,750.00	(\$10,012.50)	\$56,737.50
Totals	122	\$89,100.00	(\$13,365.00)	\$75,735.00

Signature: _____ **Date:** _____

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