CONTRACT

WOWT
3501 Farnam St.
Omaha, NE 68131
Sales T & C: www.gray.tv/advertising
(402) 346-6666

Contract / Revision	Alt Order #
2531164 /	

Advertiser	Original Date / Revision
Herbster for Governor	04/21/22 / 04/21/22

Contract Dates	Estimate #
04/24/22 - 04/30/22	**424430**

Product
Herbster

And:

Smart Media Group
PO Box 26067
Alexandria, VA 22313

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Property	**Account Executive**	**Sales Office**
WOWT	Mary Beth Keating	Omaha National

Special Handling

Demographic
Adults 35+

	Order Type	
	NORMAL	
Agy Code	**Advertiser Code**	**Product 1/2**
9912891		

Agency Ref	Advertiser Ref
114228	596463

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WOWT	04/25/22	04/29/22	Today Show II	9a-10a		:30			NM	10	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		04/25/22	05/01/22	MTWTF--	10		$100.00					
N 2	WOWT	04/25/22	04/30/22	Today w/ Hoda & Jenna	Today w/ Hoda & J		:30			NM	10	$600.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		04/25/22	05/01/22	MTWTF--	10		$60.00					
N 3	WOWT	04/25/22	04/30/22	Midday News	11a-12p		:30			NM	10	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		04/25/22	05/01/22	MTWTF--	10		$100.00					
N 4	WOWT	04/25/22	04/30/22	Days of Our Lives	12p-1p		:30			NM	3	$225.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		04/25/22	05/01/22	MTW----	3		$75.00					
N 5	WOWT	04/25/22	04/30/22	M-F 1p-2p	1p-2p		:30			NM	10	$400.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		04/25/22	05/01/22	MTWTF--	10		$40.00					
N 6	WOWT	04/25/22	04/30/22	M-F 2-230p	2-230p		:30			NM	10	$500.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		04/25/22	05/01/22	MTWTF--	10		$50.00					
N 7	WOWT	04/25/22	04/30/22	M-F 230-3p	230-3p		:30			NM	10	$600.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		04/25/22	05/01/22	MTWTF--	10		$60.00					
N 8	WOWT	04/25/22	04/30/22	M-F 3p-4p	258p-4p		:30			NM	10	$700.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		04/25/22	05/01/22	MTWTF--	10		$70.00					
N 9	WOWT	04/25/22	04/30/22	Daybreak @ 430a	430a-5a		:30			NM	5	$125.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		04/25/22	05/01/22	MTWTF--	5		$25.00					
N 10	WOWT	04/25/22	04/30/22	Morning News Show	6a-7a		:30			NM	10	$2,500.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		04/25/22	05/01/22	MTWTF--	10		$250.00					
N 11	WOWT	04/25/22	04/30/22	Today Show	7a-9a		:30			NM	15	$4,125.00
		Start Date	End Date	Weekdays	Spots/Week		Rate					
Week:		04/25/22	05/01/22	MTWTF--	15		$275.00					
N 12	WOWT	04/30/22	04/30/22	Weekend News Sa	7-8a		:30			NM	2	$200.00

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Contract Dates	Product	Estimate #
04/24/22 - 04/30/22	Herbster	**424430**

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		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/25/22	05/01/22	-----S-	2				$100.00			
N 13	WOWT	04/30/22	04/30/22	Sa Today	8a-10a		:30			NM	2	$300.00
Week:		04/25/22	05/01/22	-----S-	2				$150.00			
N 14	WOWT	04/24/22	04/24/22	Weekend News Su	658a-8a		:30			NM	2	$200.00
Week:		04/18/22	04/24/22	------S	2				$100.00			
N 15	WOWT	04/24/22	04/24/22	Su Today	8a-9a		:30			NM	2	$300.00
Week:		04/18/22	04/24/22	------S	2				$150.00			
N 16	WOWT	04/24/22	04/24/22	Meet The Press	857a-10a		:30			NM	1	$225.00
Week:		04/18/22	04/24/22	------S	1				$225.00			
N 17	WOWT	04/25/22	04/30/22	M-F News @ 4p	358p-5p		:30			NM	10	$1,750.00
Week:		04/25/22	05/01/22	MTWTF--	10				$175.00			
N 18	WOWT	04/25/22	04/30/22	News @ 5p M-F	457p-530p		:30			NM	10	$3,000.00
Week:		04/25/22	05/01/22	MTWTF--	10				$300.00			
N 19	WOWT	04/25/22	04/27/22	NBC Nightly News	530p-6p		:30			NM	2	$1,400.00
Week:		04/25/22	05/01/22	M-W----	2				$700.00			
N 20	WOWT	04/25/22	04/29/22	News @ 630p M-F	630p-7p		:30			NM	10	$3,000.00
Week:		04/25/22	05/01/22	MTWTF--	10				$300.00			
N 21	WOWT	04/30/22	04/30/22	News @ 5p Sa	459p-530p		:30			NM	2	$600.00
Week:		04/25/22	05/01/22	-----S-	2				$300.00			
N 22	WOWT	04/30/22	04/30/22	News @ 630p Sa	630p-7p		:30			NM	2	$400.00
Week:		04/25/22	05/01/22	-----S-	2				$200.00			
N 23	WOWT	04/24/22	04/24/22	News @ 5p Su	459p-530p		:30			NM	1	$250.00
Week:		04/18/22	04/24/22	------S	1				$250.00			
N 24	WOWT	04/25/22	04/30/22	The Tonight Show	1035p-1136p		:30			NM	15	$2,250.00
Week:		04/25/22	05/01/22	MTWTF--	15				$150.00			
N 25	WOWT	04/25/22	04/30/22	Late Night w/ Seth Meyers	1136p-1237a		:30			NM	10	$500.00
Week:		04/25/22	05/01/22	MTWTF--	10				$50.00			
N 26	WOWT	04/30/22	04/30/22	Saturday Night Live	1030p-12a		:30			NM	2	$400.00
Week:		04/25/22	05/01/22	-----S-	2				$200.00			
N 27	WOWT	04/25/22	04/30/22	News @ 10p M-F	10p-1035p		:30			NM	15	$5,625.00
Week:		04/25/22	05/01/22	MTWTF--	15				$375.00			
N 28	WOWT	04/30/22	04/30/22	News @ 10p Sa	10p-1035p		:30			NM	2	$700.00
Week:		04/25/22	05/01/22	-----S-	2				$350.00			
N 29	WOWT	04/24/22	04/24/22	News @ 10p Su	10p-11p		:30			NM	2	$500.00

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		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/18/22	04/24/22	------S	2				$250.00			
N 30	WOWT	04/25/22	04/30/22	Weekday Jeopardy	6p-630p		:30			NM	10	$3,250.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/25/22	05/01/22	MTWTF--	10				$325.00			
N 31	WOWT	04/25/22	04/30/22	Sa Jeopardy	6p-630p		:30			NM	1	$200.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/25/22	05/01/22	-----S-	1				$200.00			
N 32	WOWT	04/25/22	04/30/22	Monday Prime 2 Hour	657p-9p/8p-10p		:30			NM	1	$450.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/25/22	05/01/22	M------	1				$450.00			
N 33	WOWT	04/25/22	04/30/22	Tuesday Prime Hr 2	8p-9p		:30			NM	1	$1,100.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/25/22	05/01/22	-T-----	1				$1,100.00			
N 34	WOWT	04/25/22	04/30/22	Tuesday Prime Hr 3	9p-10p		:30			NM	1	$550.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/25/22	05/01/22	-T-----	1				$550.00			
N 35	WOWT	04/25/22	04/30/22	Wednesday Prime Hr 1	657p-8p		:30			NM	1	$750.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/25/22	05/01/22	--W----	1				$750.00			
N 36	WOWT	04/25/22	04/30/22	Wednesday Prime Hr 2	8p-9p		:30			NM	2	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/25/22	05/01/22	--W----	2				$750.00			
N 37	WOWT	04/25/22	04/30/22	Wednesday Prime Hr 3	9p-10p		:30			NM	1	$750.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/25/22	05/01/22	--W----	1				$750.00			
N 38	WOWT	04/25/22	04/30/22	Thursday Prime Hr 1	657p-8p		:30			NM	2	$700.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/25/22	05/01/22	---T---	2				$350.00			
N 39	WOWT	04/25/22	04/30/22	Thursday Prime Hr 2	8p-9p		:30			NM	2	$800.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/25/22	05/01/22	---T---	2				$400.00			
N 40	WOWT	04/25/22	04/30/22	Thursday Prime Hr 3	9p-10p		:30			NM	1	$450.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/25/22	05/01/22	---T---	1				$450.00			
N 41	WOWT	04/25/22	04/30/22	Friday Prime Hr 1	657p-8p		:30			NM	1	$400.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/25/22	05/01/22	----F--	1				$400.00			
N 42	WOWT	04/25/22	04/30/22	Friday Prime 2 Hour	657p-9p/8p-10p		:30			NM	2	$800.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/25/22	05/01/22	----F--	2				$400.00			
N 43	WOWT	04/25/22	04/30/22	Saturday Prime Hr 2	8p-9p		:30			NM	2	$600.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/25/22	05/01/22	-----S-	2				$300.00			
N 44	WOWT	04/25/22	04/30/22	Saturday Prime Hr 3	9p-10p		:30			NM	1	$450.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/25/22	05/01/22	-----S-	1				$450.00			
N 52	WOWT	04/25/22	04/30/22	Early Today	4a-430a		:30			NM	5	$125.00
		Start Date	End Date	Weekdays	Spots/Week				Rate			
Week:		04/25/22	05/01/22	MTWTF--	5				$25.00			
N 53	WOWT	04/25/22	04/30/22	Morning News Show	5a-6a		:30			NM	10	$800.00

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		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		04/25/22	05/01/22	MTWTF--	10	$80.00						
N 54	WOWT	04/30/22	04/30/22	NBC Nightly News Sa	530p-6p		:30			NM	1	$350.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		04/25/22	05/01/22	-----S-	1	$350.00						
N 55	WOWT	04/25/22	04/30/22	10p News Repeat	1237x-115x		:30			NM	5	$125.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		04/25/22	05/01/22	MTWTF--	5	$25.00						
N 56	WOWT	04/25/22	04/30/22	Monday Prime Hr 3	9p-10p		:30			NM	2	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		04/25/22	05/01/22	M------	2	$500.00						
						Totals					247	$48,525.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/28/22 -04/24/22	8	$1,475.00	($221.25)	$1,253.75
04/25/22 -04/30/22	239	$47,050.00	($7,057.50)	$39,992.50
Totals	247	$48,525.00	($7,278.75)	$41,246.25

Signature: _____ **Date:** _____

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