# Contract Revision

| Order # | Ver # | Rev # | # Wks | Page # |
|---|---|---|---|---|
| 197163 | 1 | 6 | 9 | 1 |

| Advertiser | Product | Date | Time | Start | End |
|---|---|---|---|---|---|
| Power to the Patients | | 9/14/21 | 7:48:47PM | 9/13/21 | 11/14/21 |

| Salesperson | Salesperson Phone # | Demos |
|---|---|---|
| Adam Shifrin | (312)899-4075 | P12+, A25-54 |
| **Sales Office** | **Agency Phone #** | **Survey** |
| Chicago | | See Summary |

Power to the Patients

Power to the Patients
2 Jackman Ridge Road
Windham, NH 03087

| Line # | Vehicle | Days & Times | Jun 28 | Jul 5 | Jul 12 | Jul 19 | Jul 26 | Aug 2 | Aug 9 | Aug 16 | Aug 23 | Aug 30 | Sep 6 | Sep 13 | Sep 20 | Total Units | Len | Avg Rtg | GRP | Avg Aud* | Gross Impr* | % Dist |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 16 | 21-WW CBS Sports Plus Weekday | MF 6A-12M | | | | | | | | | | | | | 2 | 2 | 30 | | 0.4 | 505.8 | 1011.6 | 0.4 |
| | Total GRPs | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.4 | | | | | | | |
| 52 | WP_NFL Monday Night | In Broadcast | | | | | | | | | | | | | 3 | 3 | 30 | | 5.7 | 5339.8 | 16019.4 | 6.1 |
| 53 | WP_NFL Monday Night | In Broadcast | | | | | | | | | | | | | 1 | 1 | 15 | | 1.9 | 5339.8 | 5339.8 | 2.0 |
| | Totals | | | | | | | | | | | | | | 4 | 4 | | | | | 21359.2 | 8.1 |
| | Total GRPs | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.6 | | | | | | | |
| 54 | WP_NFL Sunday Night | In Broadcast | | | | | | | | | | | | 1 | 2 | 3 | 30 | | 5.3 | 5002.6 | 15007.8 | 5.7 |
| 55 | WP_NFL Sunday Night | In Broadcast | | | | | | | | | | | | 1 | 1 | 2 | 60 | | 3.6 | 5002.6 | 10005.2 | 3.8 |
| | Totals | | | | | | | | | | | | | 2 | 3 | 5 | | | | | 25013.0 | 9.5 |
| | Total GRPs | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.6 | 5.3 | | | | | | | |
| 57 | WP_NFL Thursday Night | In Broadcast | | | | | | | | | | | | 2 | | 2 | 60 | | 3.8 | 5339.8 | 10679.6 | 4.1 |
| | Total GRPs | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 3.8 | 0.0 | | | | | | | |
| 47 | Podcast - Just Getting Started w | Pre-Roll | | | | | | | | | | | | 1 | 1 | 2 | 30 | | | 10.0 | 20.0 | 0.0 |
| 44 | The Rich Eisen Show | MF 6A-12M | | | | | | | | | | | | | 18 | 18 | 30 | | | 4.9 | 88.2 | 0.0 |
| 51 | The Rich Eisen Show | MF 6A-12M | | | | | | | | | | | | | 2 | 2 | 15 | | | 4.9 | 9.8 | 0.0 |
| 56 | The Rich Eisen Show | Cancel Before Start | | | | | | | | | | | | | | | 15 | | | | | |
| | Totals | | | | | | | | | | | | | | 20 | 20 | | | | | 98.0 | 0.0 |
| | Total GRPs | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | | | | | |
| | | Total Units | | | | | | | | | | | | 5 | 30 | 35 | | | 20.7 | | 58181.4 | |
| | | Total GRPs | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 7.4 | 13.3 | | | | | | | |

***Note: Avg Aud and Gross Impressions are shown in thousands**

# Contract Revision

| Order # | Ver # | Rev # | # Wks | Page # |
|---|---|---|---|---|
| 197163 | 1 | 6 | 9 | 2 |

| Advertiser | Product | Date | Time | Start | End |
|---|---|---|---|---|---|
| Power to the Patients | | 9/14/21 | 7:48:47PM | 9/13/21 | 11/14/21 |

| Salesperson | Salesperson Phone # | Demos |
|---|---|---|
| Adam Shifrin | (312)899-4075 | P12+, A25-54 |
| **Sales Office** | **Agency Phone #** | **Survey** |
| Chicago | | See Summary |

Power to the Patients

Power to the Patients
2 Jackman Ridge Road
Windham, NH 03087

| Line # | Vehicle | Days & Times | Sep 27 | Oct 4 | Oct 11 | Oct 18 | Oct 25 | Nov 1 | Nov 8 | Nov 15 | Nov 22 | Nov 29 | Dec 6 | Dec 13 | Dec 20 | Total Units | Len | Avg Rtg | GRP | Avg Aud* | Gross Impr* | % Dist |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 16 | 21-WW CBS Sports Plus Weekday | MF 6A-12M | 2 | 2 | 1 | 1 | 1 | 1 | 1 | | | | | | | 9 | 30 | | 1.6 | 505.8 | 4552.2 | 1.7 |
| | Total GRPs | | 0.4 | 0.4 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | | | | | |
| 52 | WP_NFL Monday Night | In Broadcast | 3 | 3 | 3 | 2 | 2 | 2 | 2 | | | | | | | 17 | 30 | | 32.3 | 5339.8 | 90776.6 | 34.6 |
| 53 | WP_NFL Monday Night | In Broadcast | 1 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | | 7 | 15 | | 13.3 | 5339.8 | 37378.6 | 14.3 |
| | Totals | | 4 | 4 | 4 | 3 | 3 | 3 | 3 | | | | | | | 24 | | | | | 128155.2 | 48.9 |
| | Total GRPs | | 7.6 | 7.6 | 7.6 | 5.7 | 5.7 | 5.7 | 5.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | | | | | |
| 54 | WP_NFL Sunday Night | In Broadcast | 1 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | | 7 | 30 | | 12.5 | 5002.6 | 35018.2 | 13.4 |
| 55 | WP_NFL Sunday Night | In Broadcast | 1 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | | 7 | 60 | | 12.5 | 5002.6 | 35018.2 | 13.4 |
| | Totals | | 2 | 2 | 2 | 2 | 2 | 2 | 2 | | | | | | | 14 | | | | | 70036.4 | 26.7 |
| | Total GRPs | | 3.6 | 3.6 | 3.6 | 3.6 | 3.6 | 3.6 | 3.6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | | | | | |
| 47 | Podcast - Just Getting Started w | Pre-Roll | 1 | 1 | 1 | 1 | | | | | | | | | | 4 | 30 | | | 10.0 | 40.0 | 0.0 |
| 48 | Podcast - Just Getting Started w | Mid-Roll | | | | | 1 | 1 | 1 | | | | | | | 3 | 60 | | | 10.0 | 30.0 | 0.0 |
| | Totals | | 1 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | | 7 | | | | | 70.0 | 0.0 |
| 46 | Podcast - The Rich Eisen Show | Mid-Roll | 10 | 10 | 9 | 6 | 6 | 6 | 6 | | | | | | | 53 | 60 | | | 8.0 | 424.0 | 0.2 |
| 44 | The Rich Eisen Show | MF 6A-12M | 19 | 19 | 18 | 18 | 18 | 18 | 18 | | | | | | | 128 | 30 | | 0.2 | 4.9 | 627.2 | 0.2 |
| 51 | The Rich Eisen Show | MF 6A-12M | 1 | 1 | 1 | 1 | 1 | 1 | 1 | | | | | | | 7 | 15 | | | 4.9 | 34.3 | 0.0 |
| | Totals | | 20 | 20 | 19 | 19 | 19 | 19 | 19 | | | | | | | 135 | | | | | 661.5 | 0.3 |
| | Total GRPs | | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | | | | | |
| | | Total Units | 39 | 39 | 36 | 32 | 32 | 32 | 32 | | | | | | | 242 | | | 72.6 | | 203899.3 | |
| | | Total GRPs | 11.6 | 11.6 | 11.4 | 9.5 | 9.5 | 9.5 | 9.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | | | | | | | |

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# Contract Revision

| Order # | Ver # | Rev # | # Wks | Page # |
|---|---|---|---|---|
| 197163 | 1 | 6 | 9 | 3 |

| Advertiser | Product | Date | Time | Start | End |
|---|---|---|---|---|---|
| Power to the Patients | | 9/14/21 | 7:48:47PM | 9/13/21 | 11/14/21 |

| Salesperson | Salesperson Phone # | Demos |
|---|---|---|
| Adam Shifrin | (312)899-4075 | P12+, A25-54 |
| **Sales Office** | **Agency Phone #** | **Survey** |
| Chicago | | See Summary |

Power to the Patients

Power to the Patients
2 Jackman Ridge Road
Windham, NH 03087

| Line # | Vehicle | Days & Times | Sep 27 | Oct 4 | Oct 11 | Oct 18 | Oct 25 | Nov 1 | Nov 8 | Nov 15 | Nov 22 | Nov 29 | Dec 6 | Dec 13 | Dec 20 | Total Units | Len | Avg Rtg | GRP | Avg Aud* | Gross Impr* | % Dist |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

| Total Gross: | Agency Commission: | Total Net: |
|---|---|---|
| [redacted] | | [redacted] |

Accepted for Westwood One, LLC:

Name _____ Title _____

Accepted for Agency (and Media Buying Service, if any) as Agent for the Advertiser:

Name _____ Title _____

*Note: Avg Aud and Gross Impressions are shown in thousands

# Contract Revision

| Order # | Ver # | Rev # | # Wks | Page # |
|---|---|---|---|---|
| 197163 | 1 | 6 | 9 | 1 |

| Advertiser | Product | Date | Time | Start | End |
|---|---|---|---|---|---|
| Power to the Patients | | 9/14/21 | 7:48:47PM | 9/13/21 | 11/14/21 |

| Salesperson | Salesperson Phone # | Demos |
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| Adam Shifrin | (312)899-4075 | P12+, A25-54 |
| **Sales Office** | **Agency Phone #** | **Survey** |
| Chicago | | See Summary |

Power to the Patients

Power to the Patients
2 Jackman Ridge Road
Windham, NH 03087

| Line # | Vehicle | Days & Times | Sep 27 | Oct 4 | Oct 11 | Oct 18 | Oct 25 | Nov 1 | Nov 8 | Nov 15 | Nov 22 | Nov 29 | Dec 6 | Dec 13 | Dec 20 | Total Units | Len | Avg Rtg | GRP | Avg Aud* | Gross Impr* | % Dist |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

Effective October 1, 2020, except where prohibited by law, we will impose a 1.5% administrative fee on all credit card payments. We do not apply an administrative fee to cash payments, including Cash in Advance payments. In addition, we do not apply an administrative fee to credit card payments processed prior to the advertising start date.

Agency represents and warrants it has the authority to make this purchase on behalf of the Advertiser listed on this order ("Advertiser") and accordingly, is responsible for prompt payment of all amounts due under this IO to WWO upon receipt of such payments from Advertiser. If Advertiser is more than 30 days overdue in paying Agency, Agency shall promptly inform Westwood One ("WWO") who shall have the right to contact Advertiser directly for payment. If payment in full has not been received from either Agency or Advertiser within 120 days of the due date, WWO reserves the right to impose interest equal to ten percent (10%) per annum on any overdue amount from the original due date until full payment is received by WWO. Agency and/or Advertiser, as applicable, shall be liable for all costs and expenses incurred by WWO in its collection efforts for amounts overdue by 120 days or more, including without limitation, attorney's fees and filing fees. If Agency fails to remit to WWO amounts Agency receives from the Advertiser, the principal owners of the Agency shall be personally liable for such unpaid amounts.

This Agreement shall, irrespective of the place of execution, be deemed to be a contract entered into and to be performed in the State of New York and shall be governed by and construed in accordance with the laws of the State of New York without regard to any choice of law or conflicts of law principles. With respect to any dispute arising hereunder or any action, suit, or proceeding relating to this Agreement, Agency and/or Advertiser, as applicable, shall be subject to the exclusive jurisdiction of the Federal District Court for the Southern District of New York and the Courts of the State of New York in New York County and the Agency, on behalf of itself and Advertiser, waives any objection of venue in any of the aforesaid courts or any right to claim that any such court constitutes an inconvenient forum.

Ordering the inventory listed herein is your consent to these terms and conditions which shall supersede any other writing, understanding or document related to the subject matter hereof.

WESTWOODONE IS AN AFFIRMATIVE ACTION EMPLOYER. NONDISCRIMINATION POLICY: Westwood One does not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that Advertiser's purchase of advertising time from Westwood One is not intended to and will not discriminate on the basis of race or ethnicity.

Notwithstanding any other agreement to the contrary, Advertiser will indemnify, defend and hold Westwood One, its parent companies, subsidiaries, corporate affiliates and the directors, officers, employees, representatives, licensees and agents of the foregoing entities, harmless from and against any and all losses, liabilities, claims, damages and other expenses, including reasonable attorney's fees, arising out of third party claims relating to the commercials provided to Westwood One by Advertiser.

***Note: Avg Aud and Gross Impressions are shown in thousands**

Power to the People

Flight Date: Ends 9/17/21

:60

Football's rules are well defined. Eleven players on both sides of the ball. No holding. No blocking in the back. No pass interference. On the field, everyone has to play by the rulebook. Shouldn't it be that way off the field too?

Following a law enacted at the start of 2021, hospitals have a new set of rules they need to play by: to provide clear and upfront pricing to patients. And unlike a wide receiver dragging their feet to stay in bounds, hospitals are dragging their feet to stay out of bounds, not complying with new federal rules for price transparency. The days of patients receiving surprise bills they could never anticipate need to be sacked.

To fix this, please go to Power To The Patients dot org and submit a comment, which will be sent directly to the current administration and policy makers in D.C. The effort is on to put pressure on hospitals to finally reveal their prices upfront so everyone can shop and save.

It's your health. It's your money to save. It's your right to know hospital prices. Have your voice be heard. Sponsored by Power to the Patients.

:30

On the football field, everyone has to play by the rulebook. Shouldn't it be that way off the field too?

Following a law enacted at the start of 2021, hospitals have a new set of rules they need to play by: to provide clear and upfront pricing to patients. And unlike a wide receiver dragging their feet to stay in bounds, hospitals are dragging their feet to stay out of bounds, not complying with new federal rules for price transparency.

To fix this, please go to Power To The Patients dot org and submit a comment, which will be sent directly to the current administration and policy makers in D.C. Sponsored by Power to the Patients.