

CONTRACT



WOWT
3555 Farnam St.
Omaha, NE 68131



p://advertising.graymed

<u>Contract / Revision</u> 4392256 /		<u>Alt Order #</u> WOC15677328
<u>Advertiser</u> DMFI pac		<u>Original Date / Revision</u> 04/24/26 / 04/24/26
<u>Contract Dates</u> 04/27/26 - 05/04/26	<u>Estimate #</u> 2048	<u>Ext. Opp. ID</u>
<u>Product</u> Issue		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WOWT	<u>Account Executive</u> Mary Beth Keating	<u>Sales Office</u> Omaha National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Order Type</u> NORMAL		
<u>Agcy Code</u> 9923059	<u>Advertiser Code</u> 96	<u>Product 1/2</u> 99
<u>Agency Ref</u> 146150	<u>Advertiser Ref</u> 576656	

And:

Grassroots Media LLC
2 Bala Plaza, Suite 300
Bala Cynwyd, PA 19004

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOWT	04/27/26	05/04/26	Morning News Show	5:00 AM-6:00 AM		:30			NM	6	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/27/26	05/03/26	11111--				5	\$240.00			
	Week:	05/04/26	05/10/26	1-----				1	\$240.00			
N 2	WOWT	04/27/26	05/04/26	Today Show	7:00 AM-9:00 AM		:30			NM	6	\$4,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/27/26	05/03/26	11111--				5	\$725.00			
	Week:	05/04/26	05/10/26	1-----				1	\$725.00			
N 3	WOWT	04/27/26	05/02/26	Weekend News Sa	7:00 AM-8:00 AM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/27/26	05/03/26	-----1-				1	\$300.00			
N 4	WOWT	04/27/26	05/02/26	Sa Today	8:00 AM-9:30 AM		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/27/26	05/03/26	-----1-				1	\$550.00			
N 5	WOWT	04/27/26	05/03/26	Weekend News Su	7:00 AM-8:00 AM		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/27/26	05/03/26	-----1				1	\$200.00			
N 6	WOWT	04/27/26	05/03/26	Su Today	8:00 AM-9:00 AM		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/27/26	05/03/26	-----1				1	\$475.00			
N 7	WOWT	04/27/26	05/03/26	Meet The Press	9:00 AM-10:00 AM		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/27/26	05/03/26	-----1				1	\$475.00			
N 8	WOWT	04/27/26	05/04/26	Today w/ Hoda & Jenna	10:00 AM-11:00 AM		:30			NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/27/26	05/03/26	11111--				5	\$300.00			
	Week:	05/04/26	05/10/26	1-----				1	\$300.00			
N 9	WOWT	04/27/26	05/04/26	M-F News @ 3p	3:00 PM-4:00 PM		:30			NM	6	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/27/26	05/03/26	11111--				5	\$220.00			
	Week:	05/04/26	05/10/26	1-----				1	\$220.00			
N 10	WOWT	04/27/26	05/04/26	News @ 5p M-F	5:00 PM-5:30 PM		:30			NM	6	\$6,600.00
		<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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DMFI pac	04/24/26 / 04/24/26

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
04/27/26 - 05/04/26	Issue	2048

*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:		04/27/26	05/03/26	11111--				5	\$1,100.00			
Week:		05/04/26	05/10/26	1-----				1	\$1,100.00			
N 11	WOWT	04/27/26	05/02/26	News @ 5p Sa	5:00 PM-5:30 PM		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/27/26	05/03/26	-----1-				1	\$800.00			
N 12	WOWT	04/27/26	05/02/26	Sa-Su 6:30p-7p	6:30 PM-7:00 PM		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/27/26	05/03/26	-----1-				1	\$650.00			
N 13	WOWT	04/27/26	05/03/26	News @ 5p Su	5:00 PM-5:30 PM		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/27/26	05/03/26	-----1				1	\$800.00			
N 14	WOWT	04/27/26	04/29/26	Wednesday Prime Hr 2	8:00 PM-9:00 PM		:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/27/26	05/03/26	--1----				1	\$1,600.00			
N 15	WOWT	04/27/26	04/30/26	Thursday Prime Hr 2	8:00 PM-9:00 PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/27/26	05/03/26	---1---				1	\$1,200.00			
N 16	WOWT	04/27/26	05/02/26	Saturday Prime Hr 3	9:00 PM-10:00 PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/27/26	05/03/26	-----1-				1	\$600.00			
N 17	WOWT	04/27/26	05/01/26	News @ 10p M-F	10:00 PM-10:35 PM		:30			NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/27/26	05/03/26	1-1-1--				3	\$1,300.00			
N 18	WOWT	04/27/26	05/03/26	News @ 10p Su	10:00 PM-11:00 PM		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/27/26	05/03/26	-----1				1	\$800.00			
N 19	WOWT	04/27/26	05/04/26	The Tonight Show	10:35 PM-11:35 PM		:30			NM	6	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/27/26	05/03/26	11111--				5	\$475.00			
Week:		05/04/26	05/10/26	1-----				1	\$475.00			
N 20	WOWT	04/27/26	05/02/26	Saturday Night Live	10:30 PM-12:00 XM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/27/26	05/03/26	-----1-				1	\$600.00			
N 21	WOWT	04/27/26	04/27/26	NBA First Round Game 1	7:00 PM-9:30 PM		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/27/26	05/03/26	1-----				1	\$2,000.00			
N 22	WOWT	04/27/26	05/02/26	Kentucky Derby	5:30 PM-6:15 PM		:30			NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/27/26	05/03/26	-----1-				1	\$3,200.00			
N 23	WOWT	04/27/26	05/03/26	NBC NBA Post Pre-game	6:00 PM-7:00 PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/27/26	05/03/26	-----1				1	\$600.00			
Totals											55	\$37,110.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/27/26 - 05/04/26	55	\$37,110.00	(\$5,566.50)	\$31,543.50
Totals	55	\$37,110.00	(\$5,566.50)	\$31,543.50

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(402) 233-7872

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Signature: _____ **Date:** _____

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