### Cover Sheet is an Internal Document for Business Office Use

### **Please Type**

Contractor full name: Nexstar Broadcasting, Inc.

Doing Business As, if applicable: WTNH TV, WCTX TV, FTNH TV, IWTNH,

HYFN LOCAL, wtnh.com, CT Style

Business Address: 8 Elm Street, New Haven, CT 06510

Business Phone: 203-784-8888

Business email: <u>Lajeune.hollis@wtnh.com</u>

SS# OR Tax ID #: 23-3063152

Funding Source & Acct # including location code: Magnet 17-22 Central Office,

2517-6251-56694-0000

Principal or Supervisor: Marquelle Middleton

Agreement Effective Dates: From 12/4/20 To 04/30/21

Hourly rate or per session rate or per day rate: Package includes a 3 month advertising campaign with New 8/MyTV9/wtnh.com for exposure on WTNH/98x 30 second commercials; exposure on WCTX/55X 30 SECOND COMMERCIALS AND Livestream video ads on WYNH.com-commercial airs in all News8 local newscast from 4am to aa:35pm for 3 weeks.

Total amount: \$17,250

Description of Service: Please provide a <u>one or two sentence description</u> of the service. *Please do not write "see attached."* 

Nexstar will create engaging video content to showcase NHMS' diverse student population and various school themes, district content, audience targeting and the CT Style team.

Submitted by: Julie Higg Phone: 8-1436



### Memorandum

To:

New Haven Board of Education Finance and Operations Committee

From: Date:

Marquelle Middleton November 23, 2020

Re:

Nexstar Broadcasting Agreement

Please <u>answer all questions and attach any required documentation as indicated below</u>. Please have someone **ready to discuss** the details of each question during the Finance & Operations meeting or this proposal might not be advanced for consideration by the full Board of Education.

1. Contractor Name: Nexstar Broadcasting, Inc.

**Description of Service**: Nexstar will create engaging video content to showcase NHMS' diverse student population and various school themes, district content, audience targeting and the CT Style team.

- 2. Amount of Agreement and hourly or session cost: \$17,250 Package includes a 3 month advertising campaign with New 8/MyTV9/wtnh.com for exposure on WTNH/98x 30 second commercials; exposure on WCTX/55X 30 SECOND COMMERCIALS AND Livestream video ads on WYNH.com-commercial airs in all News8 local newscast from 4am to aa:35pm for 3 weeks.
- 3. Funding Source and account number: Magnet 17-22 Central Office, 2517-6251-56694-0000
- 4. Continuation/renewal or new Agreement? Continuation

### **Answer all questions:**

- a. If continuation/renewal, has the cost increased? If yes, by how much? No, decreased.
- b. What would an alternative contractor cost: A substantial amount.
- c. If this is a continuation, when was the last time alternative quotes were requested? 2020
- d. For new or continuation: is this a service existing staff could provide. If no, why not? No, we do not have access to a Communications Dept.

### 5. Type of Service:

### Answer all questions: No

- a. Professional Development?
  - i. If this is a professional development program, can the service be provided by existing staff? If no, why not?
- b. After School or Extended Hours Program?
- c. School Readiness or Head Start Programs?
- d. Other: (Please describe)
- 6. Contractor Classification:

### Answer all questions:

- a. Is the Contractor a Minority or Women Owned Business? No.
- b. Is the Contractor Local? Yes.
- c. Is the Contractor a Not-for-Profit Organization? If yes, is it local or national? No.
- d. Is the Contractor a public corporation? Yes.
- e. Is this a renewal/continuation Agreement or a new service? Continuation.
- f. If it is a renewal/continuation has cost increased? If yes, by how much? No, decreased.
- g. Will the output of this Agreement contribute to building internal capabilities? If yes, please explain: *No*.

### 7. Contractor Selection:

### **Answer all questions**

- a. What specific skill set does this contractor bring to the project? If a new contractor, please attach a copy of the contractor's resume. Advertising the Choice process, ensuring that all students throughout the district is well informed of the educational opportunities in New Haven and suburbs. Families will be able to receive all information about the enrollment process.
- b. How was the Contractor selected? Quotes, RFP/RFQ, Sealed Bid or Sole Source? Quote
- c. Please describe the selection process including other sources considered and the rationale for selecting this Contractor: Contractor was selected because quote was within budget requirements.

### 8. Evidence of Effectiveness & Evaluation

### Answer all questions

- a. What <u>specific need</u> will this contractor address and how will the contractor's performance be measured and monitored to ensure that the need is met? Contractor will be evaluated by an in office survey. Contractor will communicate with office administrator of any changes or updated recorded on radio. Recruitment Coordinator will view advertisements weekly.
- b. If this is a renewal/continuation service attach a copy of the evaluation or archival data that demonstrates effectiveness.
- c. How is this service aligned to the District Continuous Improvement Plan? To create a more diverse educational environment. Reaching students throughout the district including the suburban areas.
- 9. Why do you believe this Agreement is fiscally sound? Because it is economically in line with other television stations throughout Connecticut.
- 10. What are the implications of not approving this Agreement? The implications if the Magnet School process was not broadcasted throughout our District and the Suburbs, there will be a significant smaller amount of information provided to the community resulting in fewer students/families not educated about the opportunities of Magnet schools choices.

Rev: 8/10/2020



### AGREEMENT By And Between The New Haven Board of Education AND

### Nexstar Broadcasting, Inc.

### FOR DEPARTMENT/PROGRAM:

### **New Haven Magnet Schools Program**

This Agreement entered into on the 12<sup>th</sup> day of November, 2020, effective (<u>no sooner than the day after Board of Education Approval</u>), the 14<sup>th</sup> day of December, 2020, by and between the New Haven Board of Education (herein referred to as the "Board" and, Nexstar Broadcasting, Inc. located at, 8 Elm Street, New Haven, CT 06510 (herein referred to as the "Contractor".)

Compensation: The Board shall pay the contractor for satisfactory performance of services required the amount of \$17,250 package includes a 3 month advertising campaign with News 8/MyTV9/wtnh.com for exposure on WTNH/98x 30 second commercials; exposure on WCTX/55x 30 second commercials and Livestream video ads on WYNH.com-commercial airs in all News8 local newscast from 4am to 11:35pm for 3 weeks total.

The maximum amount the contractor shall be paid under this agreement: Seventeen thousand two hundred fifty dollars (17,250). Compensation will be made upon submission of <u>an itemized invoice</u> which includes a detailed description of work performed and date of service.

Fiscal support for this Agreement shall be by Magnet 17-22 Central Office Program of the New Haven Board of Education, Account Number: 2517-6251-56694 Location Code: 0000.

This agreement shall remain in effect from December 14, 2020 to April 30, 2021.

**SCOPE OF SERVICE:** Please provide brief summary of service to be provided.

Nexstar will design a 3 month New 8/MyTV9/wtnh.com Marketing Campaign (December, 2020-February, 2021)

- Create engaging video content to showcase NHMS's diverse student population and various school themes. Focus the videos to explain why all NHMS are a great choice for New Haven families, educated suburban families about the positive benefits of NHMS including safety and diversity. Distribute in the following ways: reach the News 8 audience across all platforms. News 8 will also introduce a unique opportunity for a one-on-one interview with Teresa Dufour interviewing a School Administrator and students.

. **Exhibit A: Scope of Service**: Please attach contractor's detailed Scope of Service <u>on contractor</u> letterhead with all costs for services including travel and supplies, if applicable.

### Exhibit B: Student Data and Privacy Agreement: Attached

**APPROVAL:** This Agreement must be approved by the New Haven Board of Education *prior to* service start date. Contactors <u>may begin service no sooner than the day after Board of Education approval</u>.

**HOLD HARMLESS:** The Contractor shall insure and/or indemnify the Board and its members, employees and agents against all claims, suits, and expenses, including reasonable attorney's fees, in connection with loss of life, bodily injury or property damage arising from any neglect act or omission of the Contractor or its employees or agents. Further, the Contractor covenants and agrees that it shall hold the Board and its members, employees and agents harmless against any and all claims, suits judgments of any description whatsoever caused by the Contractor' breach of this agreement or based upon the conduct of the Contractor, or its agents or its employees or arising out of in connection with their activities under this agreement.

**TERMINATION:** The Board may cancel this agreement for any reason upon thirty (30) days' written notice sent to the Contractor by certified U.S. mail, return receipt requested; provided however, that the Board shall be responsible to the Contractor for all services rendered by the Contractor through the last day of thirty (30) day notice period, as long as the Agreement was approved by the Board prior to the start date of service.

Joalyn Fenys Contractor Signature	President New Haven Board of Education
11/20/3020 Date	Date

Contractor Printed Name & Title

Revised: 11/27/19



### EXHIBIT B

### STUDENT DATA PRIVACY AGREEMENT SPECIAL TERMS AND CONDITIONS

For the purposes of this Exhibit B "directory information," "de-identified student information," "school purposes," "student information," "student records," "student- generated content," and "targeted advertising" shall be as defined by Conn. Gen. Stat.§10-234aa.

- 1. All student records, student information, and student-generated content (collectively, "student data") provided or accessed pursuant this Agreement or any other services agreement between the Parties are not the property of, or under the control of, the Contractor.
- 2. The Board shall have access to and the ability to delete student data in the possession of the Contractor except in instances where such data is (A) otherwise prohibited from deletion or required to be retained under state or federal law, or (B) stored as a copy as part of a disaster recovery storage system and that is (i) inaccessible to the public, and (ii) unable to be used in the normal course of business by the Contractor. The Board may request the deletion of any such student information, student records or student-generated content if such copy has been used by the operator to repopulate accessible data following a disaster recovery. The Board may request the deletion of student data by the contractor within two (2) business days of receiving such a request and provide to the Board confirmation via electronic mail that the student data has been deleted in accordance with the request, the date of its deletion, and the manner in which it has been deleted. The confirmation shall contain a written assurance from the Contractor that proper disposal of the data has occurred in order to prevent the unauthorized access or use of student data and that deletion has occurred in accordance with industry standards/practices/protocols.
- 3. The Contractor shall not use student data for any purposes other than those authorized pursuant to this Agreement.
- 4. A student, parent or legal guardian of a student may review personally identifiable information contained in student data and correct any erroneous information, if any, in such student data. If the Contractor receives a request to review student data in the Contractor's possession directly from a student, parent, or guardian, the Contractor agrees to refer that individual to the Board and to notify the Board within two (2) business days of receiving such a request. The Contractor agrees to work cooperatively with the Board to permit a student, parent, or guardian to review personally identifiable information in student data that has been shared with the Contractor, and correct any erroneous information therein.

- 5. The Contractor shall take actions designed to ensure the security and confidentiality of student data.
- 6. The Contractor will notify the Board, in accordance with Conn. Gen. Stat. § 10-234dd, when there has been an unauthorized release, disclosure or acquisition of student data. Such notification will include the following steps:

Upon discovery by the Contractor of a breach of student data, the Contractor shall conduct an investigation and restore the integrity of its data systems and, without unreasonable delay, but not more than thirty (30) days after such discovery, shall provide the Board with a more detailed notice of the breach, including but not limited to the date and time of the breach; name(s) of the student(s) whose student data was released, disclosed or acquired; nature of and extent of the breach; and measures taken to ensure that such a breach does not occur in the future.

- 7. Student data shall not be retained or available to the Contractor upon expiration of the contract between the Contractor and Board, except a student, parent or legal guardian of a student may choose independently to establish or maintain an electronic account with the Contractor after the expiration of such contract for the purpose of storing student-generated content.
- 8. The Contractor and Board shall each ensure their own compliance with the Family Educational Rights and Privacy Act of 1974, 20 U.S.C. § 1232g, as amended from time to time.
- 9. The Contractor acknowledges and agrees to comply with the above and all other applicable aspects of Connecticut's Student Data Privacy law according to Connecticut General Statutes §§ 10-234aa through 10-234dd.
- 10. The Parties agree that this Agreement controls over any inconsistent terms or conditions contained within any other agreement entered into by the Parties concerning student data.

Revised: 10/2/18









### **NEW HAVEN PUBLIC SCHOOLS**

October 23, 2020



Prepared by: Lajeune Hollis Media Sales Professional WTNH/WCTX/WTNH.com





# December - March Proposal - Plan B

Based on all the information we discussed, this proposal offers strong exposure for the magnet schools. With a strong call to action, we expect you to also see your website traffic increase

Placement/Platform	Total Exposure
Exposure on WTNH /98x 30 second commercials	89x/30 seconds
Exposure on WCTX /55x 30 second commercials	55x/30 seconds
Livestream video ads on WTNH.com - commercial airs in all News 8 local newscasts from 4am to 1135pm! (3 weeks total)	90,000 impressions

Total Impressions – 1,873,800 Cost Per Thousand - \$8.41 cents 11 Week Investment: \$17,250 Net

Accepted by:

Date:



### Special Opportunity - CT Style Zoom Interview



In response to COVID 19 WTNH has created a special opportunity for advertising clients to stay in front of our audience. During uncertain times it is even more important to share your story of stability and community involvement.

- Introducing a unique opportunity for a one-on-one interview with Teresa Dufour!
- Tell your story during a recorded Zoom interview (approx. 2 minutes in length)
- · Special placement of Zoom Interview. It will not air in CT Style but in one of the three programs:
- **GMCT** at 9am
- Noon News
- · GMCT Sa/Su 6a-8a

Placement will depend on content and availability and will air 1 time.

- Zoom tapings take place Monday-Thursday 10:30a to 1130a on a confirmed date
- Posted on wtnh.com CT Style page (20,000+), CT Style Facebook (17,200+)
  - & CT Style YouTube 42,000+)
- · Links provided for organic use on NHPS's website, email marketing and social media
- \*Must have Zoom app to participate





### Livestream on WTNH.com



## Catch News 8 Live Newscast at home or on the go!

- Livestream on WTNH.com runs on desktop, mobile and tablets!
- Your :30 commercial message runs inside WTNH News streaming on devices
- Livestream can only be purchased thru WTNH
- Available to only 8 Advertisers per week
- 30,000 impressions per week







Thank you for the opportunity to earn your business.

### CONTRACT

wtnh.com 2960 North Meridian Street **Heather Kiel** Indianapolis, IN 46208 (203) 784-8888

wtnh.com

And:

**New Haven Magnet Office 54 Meadow Street** Attn: William F. Wynn, Jr New Haven, CT 06519

			_			
	Contract / Re	vision		Alt Order #		
	2757783	1				
Advertiser			Ori	iginal Date	/ Revision	
New Haven Magnet Office	•		1	1/04/20	/ 11/04/20	
Contract Dates	Estimate #				Elimine.	
01/06/21 - 02/23/21						
Product						
Livestream						
Order Brand	Billing Cycle	Billing	Cal	endar_	Cash/Trade	
	EOM/EOC	Calend	alendar		Cash	
	Property	Accou	nt E	xecutive	Sales Office	
	IWTNH	Lajeun	е Н	ollis	New Haven Loc	
	Special Hand	ling				
	Demographic					
	Adults 25-54					
			700.000			
	Agy Code	Advert	iser		Product 1/2	
	Agency Ref			Advertiser	Ref	
	SP8050			SP8050		

IWTNH			Imp.		
*Line	Start Date End Date Description		Booked	Rate Rate Type	Amount
N 1	01/06/21		50,000	\$25.00 CPM	\$1,250.00
N 2	02/01/21 02/01/21 Livestream Video CPM		40,000	\$25.00 CPM	\$1,000.00
PROTEIN AND AND AND AND AND AND AND AND AND AN		Totals	90,000		\$2,250.00

Time Period	<b>Gross Amount</b>	Net Amount
01/01/21 -01/31/21	\$1,250.00	\$1,250.00
02/01/21 -02/01/21	\$1,000.00	\$1,000.00
Totals	\$2,250.00	\$2,250,00

Signature:		Date:	
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(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

### CONTRACT



**WCTX** 2960 North Meridian Street **Heather Kiel** Indianapolis, IN 46208 (203) 784-8888

And:

**New Haven Magnet Office 54 Meadow Street** Attn: William F. Wynn, Jr New Haven, CT 06519

	Contract / Rev	vision		Alt Order #			
	2757742	1		93333			
Advertiser_			Or	ginal Date	/ Revision		
New Haven Magnet Office	•		1	1/04/20	/ 11/04/20		
Contract Dates	Estimate #	-					
12/21/20 - 03/05/21				1 * 2 * 2			
Product							
2021 TV Plan							
Order Brand	Billing Cycle	Billing	Cal	endar_	Cash/Trade		
	EOM	Broadcast			Cash		
	Property	Account Executive			Sales Office		
	WCTX	Lajeun	e H	ollis	New Haven Loc		
	Special Hand	ing					
	Demographic						
	Adults 25-54						
	Agy Code	Adverti {B15C/		<u>Code</u> 36-08FE-4F	Product 1/2		
	Agency Ref SP8050			Advertiser SP8050	Ref		

				Start/End		Spots/				
*Line Ch Start I	Date End D	ate Description	)	Time	Days	Length Week	Rate	Type S	pots	Amount
N 1 WCTX 12/21/		1 News 8 @ 7	a-8a	News 8 @ 7a-8a		:30	21.4	NM	22	\$550.00
Start Date	End Date	Weekdays	Spots/Week	Rate						·
Week: 12/21/20	12/27/20	MTWTF	2	\$25.00						
Week: 12/28/20	01/03/21	MTWTF	2	\$25.00						
Week: 01/04/21	01/10/21	MTWTF	2	\$25.00						
Week: 01/11/21	01/17/21	MTWTF	2	\$25.00				- 1		
Week: 01/18/21	01/24/21	MTWTF	2	\$25.00						
Week: 01/25/21	01/31/21	MTWTF	2	\$25.00						
Week: 02/01/21	02/07/21	MTWTF	2	\$25.00				- 1		
Week: 02/08/21	02/14/21	MTWTF	2	\$25.00						
Week: 02/15/21	02/21/21	MTWTF	2	\$25.00				- 1		
Week: 02/22/21	02/28/21	MTWTF	2	\$25.00				- 1		
Week: 03/01/21	03/07/21	MTWTF	2	\$25.00						
N 2 WCTX 12/21/	20 03/05/2	1 News 8 at 8		8p-9p		30		NM	11	\$550.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						·
Week: 12/21/20	12/27/20	MTWTF	1	\$50.00				- 1		
Week: 12/28/20	01/03/21	MTWTF	1	\$50,00				- 1		
Week: 01/04/21	01/10/21	MTWTF	1	\$50.00				- 1		
Week: 01/11/21	01/17/21	MTWTF	1	\$50.00						
Week: 01/18/21	01/24/21	MTWTF	1	\$50.00				- 1		
Week: 01/25/21	01/31/21	MTWTF	1	\$50.00						
Week: 02/01/21	02/07/21	MTWTF	1	\$50.00						
Week: 02/08/21	02/14/21	MTWTF	1	\$50.00						
Week: 02/15/21	02/21/21	MTWTF	1	\$50.00						
Week: 02/22/21	02/28/21	MTWTF	1	\$50.00				- 1		
Week: 03/01/21	03/07/21	MTWTF	1	\$50.00						
N 3 WCTX 12/21/		1 News 8 at 9		9p-10p		:30		NM	11	\$550.00
Start Date	End Date	Weekdays	Spots/Week	Rate				- 1		
Week: 12/21/20	12/27/20	MTWTF	1	\$50.00				- 1		
Week: 12/28/20	01/03/21	MTWTF	1	\$50.00				- 1		
Week: 01/04/21	01/10/21	MTWTF	1	\$50.00						
Week: 01/11/21	01/17/21	MTWTF	1	\$50.00				- 1		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Nexstar Media Group does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on Nexstar Media Group stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision	Alt Order #
2757742 /	93333
	Original Date / Revision

Advertiser **New Haven Magnet Office** 11/04/20 / 11/04/20 **Contract Dates** Product Estimate #

12/21/20 - 03/05/21 2021 TV Plan

*Line Ch S	tart Date End D	Date Descripti	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	Spots	Amount
Start D		Weekdays	Spots/Week	Rate		The state of the s		T		
Week: 01/18/		MTWTF	1	\$5 <del>0.00</del>				- 1		
Week: 01/25/		MTWTF	1	\$50.00						
Week: 02/01/		MTWTF	1	\$50.00						
Week: 02/08/	21 02/14/21	MTWTF	1	\$50.00						
Week: 02/15/2	21 02/21/21	MTWTF	1	\$50.00						
Week: 02/22/2	21 02/28/21	MTWTF	1	\$50.00						
Week: 03/01/2	21 03/07/21	MTWTF	1	\$50.00				1		
N 4 WCTX 1		_	8 at 10pm	10p-11p	***************************************	:30		NM	11	\$1,375.00
Start D		Weekdays	Spots/Week	Rate						41,0100
Week: 12/21/2		MTWTF	1	\$12 <u>5.00</u>				- 1		
Week: 12/28/2		MTWTF	1	\$125.00				- 1		
Week: 01/04/2		MTWTF	1	\$125.00						
Week: 01/11/2	21 01/17/21	MTWTF	1	\$125.00						
Week: 01/18/2	21 01/24/21	MTWTF	1	\$125.00				1		
Week: 01/25/2	21 01/31/21	MTWTF	1	\$125.00						
Week: 02/01/2	21 02/07/21	MTWTF	1	\$125.00				Ĭ		
Week: 02/08/2	21 02/14/21	MTWTF	1	\$125.00				Ī		
Week: 02/15/2	21 02/21/21	MTWTF	1	\$125.00						
Week: 02/22/2	21 02/28/21	MTWTF	1	\$125.00						
Week: 03/01/2	21 03/07/21	MTWTF~-	1	\$125.00						
	-10				Totals				55	\$3,025,00

Totals 55 \$3,025.00

Time Perio	od	# of Spots Gross Amount		Net Amount
11/30/20	-12/27/20	5	\$275.00	\$275.00
12/28/20	-01/31/21	25	\$1,375.00	\$1,375.00
02/01/21	-02/28/21	20	\$1,100.00	\$1,100.00
03/01/21	-03/28/21	5	\$275.00	\$275.00
Totals		55	\$3,025.00	\$3,025.00

Signature: Date:	
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(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

### CONTRACT



And:

**New Haven Magnet Office 54 Meadow Street** Attn: William F. Wynn, Jr New Haven, CT 06519

	Contract / Revision			Alt Order #							
	2757723	1		93333	:						
Advertiser			Original Date / Revision								
New Haven Magnet Office	)		1	1/04/20	/ 11/04/20						
Contract Dates	Estimate #										
2/21/20 - 03/05/21											
Product											
021 TV Plan											
Order Brand	Billing Cycle	Billing	Cal	endar	Cash/Trade						
	ЕОМ	Broado	ast		Cash						
	Property	Accour	nt E	xecutive	Sales Office						
	WTNH	Lajeun	e H	ollis	New Haven Loc						
	Special Handi	ing									
	Demographic			<del></del>							
	Adults 25-54										
	Agy Code	Advertiser Code {B15CADB6-08FE-4			Product 1/2						
	Agency Ref SP8050			Advertiser SP8050	Ref						
	100 1000	-									

				Start/End		Spots/				
*Line Ch Start			Control of the Contro	Time	Days	Length Week	Rate	TypeS	pots	Amount
N 1 WTNH 12/21/				5a-6a		:30		NM	11	\$1,650.00
Week: Start Date	End Date 12/27/20	Weekdays MTWTF	Spots/Week	Rate				1		
Week: 12/28/20	01/03/21	MTWTF	1	\$150.00 \$150.00				- 1		
Week: 01/04/21	01/00/21	MTWTF	1	\$150.00 \$150.00				- 1		
Week: 01/11/21	01/17/21	MTWTF	4	\$150.00 \$150.00						
Week: 01/18/21	01/24/21	MTWTF	1	\$150.00				- 1		
Week: 01/25/21	01/31/21	MTWTF	1	\$150.00				- 1		
Week: 02/01/21	02/07/21	MTWTF	1	\$150.00				- 1		
Week: 02/08/21	02/14/21	MTWTF	1	\$150.00				- 1		
Week: 02/15/21	02/21/21	MTWTF	1	\$150.00				- 1		
Week: 02/22/21	02/28/21	MTWTF	1	\$150.00				- 1		
Week: 03/01/21	03/07/21	MTWTF	1	\$150.00						
N 2 WTNH 12/21/	20 03/05/2	1 News 8 @	6a	6a-7a		:30		NM	11	\$2,750.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00				φ2,750.00
Week: 12/21/20	12/27/20	MTWTF	1	\$250.00				- 1		
Week: 12/28/20	01/03/21	MTWTF	1	\$250.00						
Week: 01/04/21	01/10/21	MTWTF~-	1	\$250.00				1		
Week: 01/11/21	01/17/21	MTWTF	1	\$250.00						
Week: 01/18/21	01/24/21	MTWTF	1	\$250.00						
Week: 01/25/21	01/31/21	MTWTF	1	\$250.00						
Week: 02/01/21	02/07/21	MTWTF	1	\$250.00						
Week: 02/08/21	02/14/21	MTWTF	1	\$250.00						
Week: 02/15/21	02/21/21	MTWTF	1	\$250.00				- 1		
Week: 02/22/21	02/28/21	MTWTF	1	\$250.00						
Week: 03/01/21	03/07/21	MTWTF	and the same	\$250.00						
N 3 WTNH 12/21/				News 8 @ 9a-10a		:30		NM	11	\$825.00
Start Date Week: 12/21/20	End Date 12/27/20	Weekdays MTWTF	Spots/Week	Rate						
Week: 12/28/20	01/03/21	MTWTF	1	\$7 <u>5.00</u>						
Week: 01/04/21	01/03/21	MTWTF	1	\$75.00						
Week: 01/04/21	01/10/21	MTWTF	1	\$75,00 \$75,00						
**************************************	01/11/21	WI WIET	ı	\$75.00						

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Nexstar Media Group does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on Nexstar Media Group stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision	Alt Order #	
	2757723 /	93333	
ertiser		Original Date / Revision	=

Adve **New Haven Magnet Office** 11/04/20 / 11/04/20 **Contract Dates** Product Estimate # 12/21/20 - 03/05/21 2021 TV Plan

				Start/End		Spots/				
*Line Ch Start	Date End D	ate Description	n	Time	Days	Length Week	Rate	Type	Spots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	100	Was Male				
Week: 01/18/21	01/24/21	MTWTF	1	\$7 <del>5.00</del>						
Week: 01/25/21	01/31/21	MTWTF	1	\$75.00						
Week: 02/01/21	02/07/21	MTWTF	1	\$75.00				ı		
Week: 02/08/21	02/14/21	MTWTF	1	\$75.00				- 1		
Week: 02/15/21	02/21/21	MTWTF	1	\$75.00				- 1		
Week: 02/22/21	02/28/21	MTWTF	1	\$75.00				- 1		
Week: 03/01/21	03/07/21	MTWTF	1	\$75.00						
N 4 WTNH 12/21/		21 News 8 No	on	12-1p		:30		NM	11	\$1,925.00
Start Date	End Date	Weekdays	Spots/Week	Rate					• •	<b>4</b> 1,020,00
Week: 12/21/20	12/27/20	MTWTF	1	\$175.00				1		
Week: 12/28/20	01/03/21	MTWTF	1	\$175.00						
Week: 01/04/21	01/10/21	MTWTF	1	\$175.00				- 1		
Week: 01/11/21	01/17/21	MTWTF	1	\$175.00				- 1		
Week: 01/18/21	01/24/21	MTWTF	1	\$175.00				- 1		
Week: 01/25/21	01/31/21	MTWTF	1	\$175.00						
Week: 02/01/21	02/07/21	MTWTF	1	\$175.00						
Week: 02/08/21	02/14/21	MTWTF	1	\$175.00				1/2		
Week: 02/15/21	02/21/21	MTWTF	1	\$175.00				1		
Week: 02/22/21 Week: 03/01/21	02/28/21	MTWTF	1	\$175.00				- 1		
	03/07/21	MTWTF	1	\$175.00						
N 5 WTNH 12/21/				4a-5a		:30		NM	24	\$600.00
Start Date Week: 12/21/20	End Date 12/27/20	Weekdays MTWTF	Spots/Week	Rate				- 1		
Week: 12/28/20	01/03/21	MTWTF	3 2	\$25.00 \$25.00				- 1		
Week: 01/04/21	01/10/21	MTWTF	2	\$25.00 \$35.00						
Week: 01/11/21	01/17/21	MTWTF	2	\$25.00 \$25.00						
Week: 01/18/21	01/24/21	MTWTF	2	\$25.00 \$25.00				- 1		
Week: 01/25/21	01/31/21	MTWTF	2	\$25.00 \$25.00						
Week: 02/01/21	02/07/21	MTWTF	2	\$25.00						
Week: 02/08/21	02/14/21	MTWTF	2	\$25.00						
Week: 02/15/21	02/21/21	MTWTF	2	\$25.00						
Week: 02/22/21	02/28/21	MTWTF	2	\$25.00						
Week: 03/01/21	03/07/21	MTWTF	3	\$25.00						
N 6 WTNH 12/21/	20 03/05/2					-20				
Start Date	End Date	Weekdays	Spots/Week	11p-11:35p Rate		:30		NM	11	\$3,575.00
Week: 12/21/20	12/27/20	MTWTF-S	1	\$325.00				1		
Week: 12/28/20	01/03/21	MTWTF-S	1	\$325.00				ı		
Week: 01/04/21	01/10/21	MTWTF-S	1	\$325.00				- 1		
Week: 01/11/21	01/17/21	MTWTF-S	1	\$325.00				- 1		
Week: 01/18/21	01/24/21	MTWTF-S	1	\$325.00				- 1		
Week: 01/25/21	01/31/21	MTWTF-S	1	\$325.00				- 1		
Week: 02/01/21	02/07/21	MTWTF~S	1	\$325.00						
Week: 02/08/21	02/14/21	MTWTF-S	1	\$325.00						
Week: 02/15/21	02/21/21	MTWTF-S	1	\$325.00						
Week: 02/22/21	02/28/21	MTWTF-S	1	\$325.00						
Week: 03/01/21	03/07/21	MTWTF	1	\$325.00						
N 7 WTNH 12/21/	20 02/28/2			SaSu 6-9a		:30		NM	10	\$650.00
Start Date	End Date	Weekdays	Spots/Week	Rate					. •	<del>4</del> 500.00
Week: 12/21/20	12/27/20	SS	1	\$65.00						

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Alt Order #

89

\$11,975.00



	2757723 /	93333
Advertiser		Original Date / Revision
New Haven Magnet	Office	11/04/20 / 11/04/20
Contract Dates	Product	Estimate #

Contract / Revision

2021 TV Plan

Line	Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Spots/ Length Week	Rate	Type Spots	Amount
	Start Date	End Date	Weekdays	Spots/Week	Rate			- 10	T	10
Week:	12/28/20	01/03/21	SS	1	\$65.00				1	
Week:	01/04/21	01/10/21	SS	1	\$65.00				1	
Week:	01/11/21	01/17/21	SS	1	\$65.00					
Week:	01/18/21	01/24/21	SS	1	\$65.00					
Week:	01/25/21	01/31/21	SS	1	\$65.00					
Week:	02/01/21	02/07/21	SS	1	\$65.00					
Week:	02/08/21	02/14/21	SS	1	\$65.00					
Week:	02/15/21	02/21/21	SS	1	\$65.00					
Week:	02/22/21	02/28/21	SS	1	\$65.00					

12/21/20 - 03/05/21

**Totals** 

Time Period # of Spots **Gross Amount Net Amount** 11/30/20 -12/27/20 \$1,115.00 \$1,115.00 12/28/20 -01/31/21 40 \$5,450.00 \$5,450.00 02/01/21 -02/28/21 32 \$4,360.00 \$4,360.00 03/01/21 -03/28/21 8 \$1,050.00 \$1,050.00 **Totals** 89 \$11,975.00 \$11,975.00

Signature:	Data
oignature.	Date:

Form (Rev. October 2018)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Give Form to the requester. Do not send to the IRS.

- Titorita	Tiordiae delvice		st intorn	nau	on.									
	1 Name (as shown on your income tax return). Name is required on this line; do Nexstar Broadcasting, Inc.	not leave this line blank.					_							
	2 Business name/disregarded entity name, if different from above					-						-		
	DBA WTNH TV, WCTX TV, FTNH TV, IWTNH, HYFN LOCAL, wtnh.com, CT Style													
on page 3	following seven boxes.								4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):					
on Se	single-member LLC						xem	pt pay	ee c	ode (	f any)			
r t	Limited liability company. Enter the tax classification (C=C corporation, S=S	S corporation, P=Partner	ship) ▶											
Some content appropriate box for rederal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.  Individual/sole proprietor or single-member LLC  Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶  Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.  Other (see instructions) ▶  5 Address (number, street, and apt. or suite no.) See instructions.								, and a state of the state of t						
Sec	☐ Other (see instructions) ▶					U	Applies	to accou	ınts n	neintein	ed outs	de tho	U.S.)	
S	5 Address (number, street, and apt. or suite no.) See instructions.		Request	er's	nam	e and	ado	iress (	optio	onal)				
See	8 Elm St.													
	6 City, state, and ZIP code													
	New Haven, CT 06510				(VIII)									
	7 List account number(s) here (optional)													
Par	Taxpayer Identification Number (TIN)			_		-			- 100			_		
Enter	our TIN in the appropriate box. The TIN provided must match the name	given on line 1 to avo	oid	Soc	cial s	ecu	rity n	umbe	ŧ					
reside	p withholding. For individuals, this is generally your social security number alien, sole proprietor, or disregarded entity, see the instructions for Pa	per (SSN). However, fo	ora [						٦	Γ	$\top$	T		
entities	s, it is your employer identification number (EIN). If you do not have a nu	imber, see How to ge	ta [				-							
TIN, la				or		(0.7)			_				_	
						er id	er identification number							
Number To Give the Requester for guidelines on whose number to enter.						_	3	o	6	3	1 5	,   <sub>2</sub>	.	
Part II Certification											Ш,			
	penalties of perjury, I certify that:	· · · · · · · · · · · · · · · · · · ·		_		-				_		_		
1. The 2. I am Sen	number shown on this form is my correct taxpayer identification number in not subject to backup withholding because: (a) I am exempt from backvice (IRS) that I am subject to backup withholding as a result of a failure onger subject to backup withholding; and	up withholding, or (b)	I have n	ot b	been	not	ified	by th	e Ir	ntern	al Re I me	veni that	ue I am	
3. I am	a U.S. citizen or other U.S. person (defined below); and													
	FATCA code(s) entered on this form (if any) indicating that I am exempt	from FATCA reporting	a is corr	ect.										
Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.									łe					
Sign Here	Signature of U.S. person ▶ Oh / MULL		Date 🕨	5	5/	2	3	6	20	)10	3			
	neral Instructions	• Form 1099-DIV (div	vidends,	inc	ludir	ng th	ose	from	sto	cks d	or mu	ıtual	3490003340	
noted.	n references are to the Internal Revenue Code unless otherwise	• Form 1099-MISC (proceeds)	various t	type	s of	Inco	ome,	prize	is, a	awar	o ,st	gro	SS	
related	developments. For the latest information about developments to Form W-9 and its instructions, such as legislation enacted bey were published, go to www.irs.gov/FormW9.	Form 1099-B (stoc transactions by brok		tual	func	sal	es a	nd ce	rtai	n oth	ier			
	oose of Form	• Form 1099-S (proc												
-		• Form 1099-K (merc					•	•					•	
inform	ividual or entity (Form W-9 requester) who is required to file an ation return with the IRS must obtain your correct taxpayer cation number (TIN) which may be your social security number	• Form 1098 (home r 1098-T (tuition)			tere:	st), 1	098	-E (st	ude	ent lo	an in	teres	st),	
(SSN),	individual taxpayer identification number (ITIN), adoption	• Form 1099-C (cand		•										
taxpay	er identification number (ATIN), or employer identification number	• Form 1099-A (acqu												
amoun	o report on an information return the amount paid to you, or other t reportable on an information return. Examples of information include, but are not limited to, the following.	Use Form W-9 only allen), to provide you	r correc	t TII	N.									
	1099-iNT (interest earned or paid)	If you do not return be subject to backup												