

55118
acc 5/13

Total Gross



WTHR-TV
1000 N. Meridian St.
Indianapolis, IN 46204
(317) 636-1313

CONTRACT

<u>Contract / Revision</u> 5418 /		<u>Alt Order #</u>
<u>Product</u> political		
<u>Contract Dates</u> 05/04/18 - 05/08/18		<u>Estimate #</u>
<u>Advertiser</u> Elect Jim Baird		<u>Original Date / Revision</u> 05/03/18 / 05/03/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTHR-TV	<u>Account Executive</u> Brent Denny	<u>Sales Office</u> Indianapolis Loc
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	<u>Product 1/2</u>

And:

Mark it Red LLC
PO Box 722
Lebanon, IN 46052

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTHR	05/04/18	05/04/18	M-F 4a-430a Sunrise	4a-430a		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	04/30/18	05/06/18	----1--	1			\$30.00				
N 2	WTHR	05/07/18	05/08/18	M-F 4a-430a Sunrise	4a-430a		:30			NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	05/07/18	05/13/18	11-----	2			\$30.00				
N 3	WTHR	05/07/18	05/08/18	M-F 430a-5a Sunrise	430a-5a		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	05/07/18	05/13/18	11-----	2			\$50.00				
N 4	WTHR	05/04/18	05/04/18	M-F 5a-530a Sunrise	5a-530a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	04/30/18	05/06/18	----1--	1			\$175.00				
N 5	WTHR	05/07/18	05/08/18	M-F 5a-530a Sunrise	5a-530a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	05/07/18	05/13/18	11-----	2			\$175.00				
N 6	WTHR	05/07/18	05/08/18	M-F 530a-6a Sunrise	530a-6a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	05/07/18	05/13/18	11-----	2			\$250.00				
N 7	WTHR	05/04/18	05/04/18	M-F 6a-7a Sunrise	6-7a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	04/30/18	05/06/18	----1--	1			\$500.00				
N 8	WTHR	05/07/18	05/08/18	M-F 6a-7a Sunrise	6-7a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	05/07/18	05/13/18	11-----	2			\$500.00				
N 9	WTHR	05/04/18	05/04/18	M-F 12p-1230p EWN	12p-1230p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	04/30/18	05/06/18	----1--	1			\$350.00				
N 10	WTHR	05/07/18	05/08/18	M-F 12p-1230p EWN	12p-1230p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	05/07/18	05/13/18	11-----	2			\$350.00				
N 11	WTHR	05/07/18	05/08/18	M-F 1230p-1p EWN Noon	1230p-1p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	05/07/18	05/13/18	11-----	2			\$350.00				
N 12	WTHR	05/06/18	05/06/18	Su 6a Sunrise	Su 6a Sunrise		:30			NM	1	\$100.00

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

Station does not discriminate in the sale of advertising time, and will not accept advertising which is placed with the intent to discriminate on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate, or has the effect of discriminating, on the basis of race or ethnicity, is hereby declared null and void.