

CONTRACT



WREG-TV
803 Channel 3 Drive
Memphis, TN 38103
(901) 543-2333

And:

Canal Partners Media
25 Whitlock PI SW
Suite 200
Marietta, GA 30064

<u>Contract / Revision</u> 179532 /		<u>Alt Order #</u> 07874106
<u>Product</u> 477/570/2915		
<u>Contract Dates</u> 10/05/15 - 10/08/15		<u>Estimate #</u> 2915
<u>Advertiser</u> Wharton, AC/D/Mayor		<u>Original Date / Revision</u> 08/19/15 / 08/19/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WREG-TV	<u>Account Executive</u> Ryan Holloway	<u>Sales Office</u> NSO Atlanta
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u> 13041	<u>Advertiser Code</u> 477	<u>Product Code</u> 570
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	METRC	10/05/15	10/05/15	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	1-----				1	\$250.00	0.00			
N 2	METRC	10/05/15	10/05/15	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	1-----				1	\$250.00	0.00			
N 3	METRC	10/05/15	10/05/15	Monday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	1-----				1	\$1,700.00	0.00			
N 4	METRC	10/08/15	10/08/15	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	---1---				1	\$250.00	0.00			
N 5	METRC	10/08/15	10/08/15	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	---1---				1	\$250.00	0.00			
N 6	METRC	10/06/15	10/06/15	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	-1-----				1	\$250.00	0.00			
N 7	METRC	10/06/15	10/06/15	Tuesday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	-1-----				1	\$1,700.00	0.00			
N 8	METRC	10/07/15	10/07/15	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	--1----				1	\$250.00	0.00			
N 9	METRC	10/07/15	10/07/15	Wednesday Prime Hour 2	8:00 PM-9:00 PM		:30				NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	--1----				1	\$1,700.00	0.00			
N 10	METRC	10/05/15	10/05/15	M-F 10p-1035p	10:00 PM-10:35 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	1-----				1	\$500.00	0.00			
N 11	METRC	10/05/15	10/05/15	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	1-----				1	\$150.00	0.00			
N 12	METRC	10/05/15	10/05/15	M-F 4p-5p	4:00 PM-5:00 PM		:30				NM	1	\$160.00

(* 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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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Memphis, TN 38103
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<u>Contract / Revision</u>	<u>Alt Order #</u>
179532 /	07874106

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/05/15 - 10/08/15	477/570/2915	2915

<u>Advertiser</u>	<u>Original Date / Revision</u>
Wharton, AC/D/Mayor	08/19/15 / 08/19/15

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	1-----				1	\$160.00	0.00			
N 13	METRC	10/05/15	10/05/15	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	1-----				1	\$375.00	0.00			
N 14	METRC	10/05/15	10/05/15	M-F 7a-9a	7:00 AM-9:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	1-----				1	\$150.00	0.00			
N 15	METRC	10/08/15	10/08/15	M-F 12p-1230p	12:00 PM-12:30 PM		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	---1---				1	\$175.00	0.00			
N 16	METRC	10/08/15	10/08/15	M-F 5a-6a	5:00 AM-6:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	---1---				1	\$150.00	0.00			
N 17	METRC	10/08/15	10/08/15	M-F 6a-7a	6:00 AM-7:00 AM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	---1---				1	\$250.00	0.00			
N 18	METRC	10/08/15	10/08/15	M-F 7a-9a	7:00 AM-9:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	---1---				1	\$150.00	0.00			
N 19	METRC	10/08/15	10/08/15	M-F 9a-10a	9:00 AM-10:00 AM		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	---1---				1	\$115.00	0.00			
N 20	METRC	10/06/15	10/06/15	M-F 10p-1035p	10:00 PM-10:35 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	-1-----				1	\$500.00	0.00			
N 21	METRC	10/06/15	10/06/15	M-F 1230p-3p	12:30 PM-3:00 PM		:30				NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	-1-----				1	\$160.00	0.00			
N 22	METRC	10/06/15	10/06/15	M-F 12p-1230p	12:00 PM-12:30 PM		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	-1-----				1	\$175.00	0.00			
N 23	METRC	10/06/15	10/06/15	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	-1-----				1	\$150.00	0.00			
N 24	METRC	10/06/15	10/06/15	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	-1-----				1	\$300.00	0.00			
N 25	METRC	10/06/15	10/06/15	M-F 6a-7a	6:00 AM-7:00 AM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	-1-----				1	\$250.00	0.00			
N 26	METRC	10/06/15	10/06/15	M-F 7a-9a	7:00 AM-9:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	-1-----				1	\$150.00	0.00			
N 27	METRC	10/07/15	10/07/15	M-F 10p-1035p	10:00 PM-10:35 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	--1----				1	\$500.00	0.00			
N 28	METRC	10/07/15	10/07/15	M-F 1035p-1135p	10:35 PM-11:37 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	--1----				1	\$150.00	0.00			
N 29	METRC	10/07/15	10/07/15	M-F 12p-1230p	12:00 PM-12:30 PM		:30				NM	1	\$175.00

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179532 /	07874106

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/05/15 - 10/08/15	477/570/2915	2915

<u>Advertiser</u>	<u>Original Date / Revision</u>
Wharton, AC/D/Mayor	08/19/15 / 08/19/15

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	--1----				1	\$175.00	0.00			
N 30	METRC	10/07/15	10/07/15	M-F 4p-5p	4:00 PM-5:00 PM		:30				NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	--1----				1	\$160.00	0.00			
N 31	METRC	10/07/15	10/07/15	M-F 6a-7a	6:00 AM-7:00 AM		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	--1----				1	\$250.00	0.00			
N 32	METRC	10/07/15	10/07/15	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	--1----				1	\$375.00	0.00			
N 33	METRC	10/07/15	10/07/15	M-F 9a-10a	9:00 AM-10:00 AM		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/05/15	10/11/15	--1----				1	\$115.00	0.00			
Totals										0.00		33	\$12,185.00

Time Period	# of Spots	Gross Amount	Net Amount
09/28/15 -10/08/15	33	\$12,185.00	\$10,357.25
Totals	33	\$12,185.00	\$10,357.25

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐**FEDERAL CANDIDATE**☒**STATE/LOCAL CANDIDATE**
To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3
Station and Location:

WREG - TV Memphis, TN

Date:

08/07/2015

I, Gail Philipson,being/on behalf of: Wharton, AC, Jr., a legallyqualified candidate of the Non-Partisan politicalparty for the office of: Mayor of Memphis, TNin the Generalelection to be held on: 10/08/2015

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

S E E A T T A C H E D

Date of First Broadcast: 10/05/2015

Date of Last Broadcast: 10/08/2015

Total Charges: \$*****12,189.00 NET


I represent that the payment for the above described broadcast time has been furnished by:

Friends of AC Wharton

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Ruby Wharton, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

08/07/2015

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title





WREG-TV
803 CHANNEL 3 DR.
MEMPHIS, TN 38103
901-543-2333

Candidate Spot Time Memo

WREG-TV updates its political files with the exact times that a candidate's spots aired at the conclusion of a broadcast period and upon generation of an invoice.

Exact times can be provided prior to the conclusion of a broadcast period and prior to the generation of invoice upon request.

on your side on your side on your side on your side