

# CONTRACT



**WRAL**  
**2619 Western Blvd.**  
**Raleigh, NC 27606**  
**(919)890-6000**

<u>Contract / Revision</u> 353135 /		<u>Alt Order #</u> 10776530
<u>Advertiser</u> <b>Kelly Daughtry for Congress</b>		<u>Original Date / Revision</u> 04/24/24 / 04/24/24
<u>Contract Dates</u> <b>04/25/24 - 04/29/24</b>	<u>Estimate #</u> <b>5288</b>	<u>Ext. Opp. ID</u>
<u>Product</u> <b>KELLY DAUGHTRY CONGR</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WRAL</b>	<u>Account Executive</u> Cheryl Long	<u>Sales Office</u> Washington Tele
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 571	<u>Product 1/2</u> 781
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Barrel Placements**  
**PO Box 811**  
**Alexandria, VA 22313**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	04/25/24	04/25/24	WRAL AM News 6-7a	6a-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:		04/22/24	04/28/24	---1---				1	\$500.00			
N 2	WRAL	04/26/24	04/26/24	WRAL AM News 6-7a	6a-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:		04/22/24	04/28/24	----1--				1	\$500.00			
N 3	WRAL	04/29/24	04/29/24	WRAL AM News 6-7a	6a-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:		04/29/24	05/05/24	1-----				1	\$500.00			
N 4	WRAL	04/25/24	04/25/24	Today Show	7-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	---1---				1	\$500.00			
N 5	WRAL	04/26/24	04/26/24	Today Show	7-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	----1--				1	\$500.00			
N 6	WRAL	04/29/24	04/29/24	Today Show	7-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	1-----				1	\$500.00			
N 7	WRAL	04/25/24	04/25/24	WRAL Noon News	Various		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	---1---				1	\$225.00			
N 8	WRAL	04/26/24	04/26/24	WRAL Noon News	Various		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	----1--				1	\$225.00			
N 9	WRAL	04/29/24	04/29/24	WRAL Noon News	Various		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	1-----				1	\$225.00			
N 10	WRAL	04/25/24	04/25/24	WRAL 4p News	4-5p		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	---1---				1	\$275.00			
N 11	WRAL	04/26/24	04/26/24	WRAL 4p News	4-5p		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	----1--				1	\$275.00			
N 12	WRAL	04/29/24	04/29/24	WRAL 4p News	4-5p		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	1-----				1	\$275.00			
N 13	WRAL	04/25/24	04/25/24	WRAL 5p News	5p-530p		:30			NM	1	\$650.00

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



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<u>Contract / Revision</u>	<u>Alt Order #</u>
353135 /	10776530

<u>Advertiser</u>	<u>Original Date / Revision</u>
Kelly Daughtry for Congress	04/24/24 / 04/24/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
04/25/24 - 04/29/24	KELLY DAUGHTRY CO	5288

*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:		04/22/24	04/28/24	---1---				1	\$650.00			
N 14	WRAL	04/26/24	04/26/24	WRAL 5p News	5p-530p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	----1--				1	\$650.00			
N 15	WRAL	04/29/24	04/29/24	WRAL 5p News	5p-530p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	1-----				1	\$650.00			
N 16	WRAL	04/25/24	04/25/24	Various	6p-6:30p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	---1---				1	\$800.00			
N 17	WRAL	04/26/24	04/26/24	Various	6p-6:30p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	----1--				1	\$800.00			
N 18	WRAL	04/29/24	04/29/24	Various	6p-6:30p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	1-----				1	\$800.00			
N 19	WRAL	04/25/24	04/25/24	Late News	11-1135p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	---1---				1	\$400.00			
N 20	WRAL	04/29/24	04/29/24	Late News	11-1135p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	1-----				1	\$400.00			
N 21	WRAL	04/27/24	04/27/24	WRAL News 6a-8a	Various		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	-----1-				1	\$225.00			
N 22	WRAL	04/27/24	04/27/24	Various	Various		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	-----1-				1	\$350.00			
N 23	WRAL	04/27/24	04/27/24	WRAL SAT 6pm News	6-630p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	-----1-				1	\$375.00			
N 24	WRAL	04/28/24	04/28/24	Various	6a-8a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	-----1				1	\$300.00			
N 25	WRAL	04/28/24	04/28/24	Sunday Today	Sunday Today		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	-----1				1	\$750.00			
N 26	WRAL	04/28/24	04/28/24	WRAL SUN 6p News	6p-630p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/22/24	04/28/24	-----1				1	\$450.00			
<b>Totals</b>											<b>26</b>	<b>\$12,100.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/01/24 -04/28/24	19	\$8,750.00	(\$1,312.50)	\$7,437.50
04/29/24 -04/29/24	7	\$3,350.00	(\$502.50)	\$2,847.50
<b>Totals</b>	<b>26</b>	<b>\$12,100.00</b>	<b>(\$1,815.00)</b>	<b>\$10,285.00</b>

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In signing this Sales Order Form, you are agreeing to the client Terms and Conditions in the links below:

**Digital Services:** <<https://www.wral.com/production-services-terms-conditions/19931948/>>

**Production Services:** <<https://www.wral.com/production-services-terms-conditions/19931948/>>

**Credit Sales:** <<https://www.wral.com/terms-and-conditions-of-credit-sales/18564485/>>

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**