

CONTRACT



WVLT
6450 Papermill Dr.
Knoxville, TN 37919
Sales T & C: www.gray.tv/advertising
(865) 450-8888

<u>Contract / Revision</u> 3446291 /		<u>Alt Order #</u>
<u>Advertiser</u> Ballard for Property Assessor		<u>Original Date / Revision</u> 02/29/24 / 02/29/24
<u>Contract Dates</u> 03/01/24 - 03/05/24	<u>Estimate #</u>	
<u>Product</u> Ballard for Property Assessor		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WVLT	<u>Account Executive</u> James Koch	<u>Sales Office</u> Knoxville Nation
<u>Special Handling</u>		
<u>Demographic</u> Households		
	<u>Order Type</u> NORMAL	
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 104811	<u>Advertiser Ref</u> 629366	

And:

Targeted Strategy
Attention: Gary E. Drinnen Jr.
10300 Ivy Hollow Dr
ATTN Gary Drinnen
Knoxville, TN 37931

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
N 1	WVLT	03/01/24	03/03/24	Local 8 This Morning (6:00 AM-7:00 AM			:30			P-03	NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/26/24	03/03/24	----1--				1	\$115.00				
N 2	WVLT	03/01/24	03/01/24	Price Is Right	11:00 AM-12:00 P		:30			P-03	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/26/24	03/03/24	---1--				1	\$230.00				
N 3	WVLT	03/01/24	03/01/24	Local 8 @ Noon			:30			P-03	NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/26/24	03/03/24	----1--				1	\$230.00				
N 5	WVLT	03/04/24	03/05/24	Local 8 This Morning (6:00 AM-7:00 AM			:30			P-03	NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/04/24	03/10/24	11-----				2	\$115.00				
N 6	WVLT	03/04/24	03/05/24	Price Is Right	11:00 AM-12:00 P		:30			P-03	NM	2	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/04/24	03/10/24	11-----				2	\$230.00				
N 7	WVLT	03/04/24	03/05/24	Local 8 @ Noon	12p-1230p		:30			P-03	NM	2	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/04/24	03/10/24	11-----				2	\$230.00				
N 8	WVLT	03/03/24	03/03/24	Su Local 8 News @ 1111p-1135p			:30			P-03	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		02/26/24	03/03/24	-----1				1	\$200.00				
N 9	WVLT	03/04/24	03/04/24	M-F Local 8 News @ 111p-1135p			:30			P-03	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		03/04/24	03/10/24	1-----				1	\$200.00				
Totals												11	\$2,125.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/26/24 -03/05/24	11	\$2,125.00	(\$318.75)	\$1,806.25
Totals	11	\$2,125.00	(\$318.75)	\$1,806.25

Signature:

Date:

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

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at www.gray.tv/advertising.



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3446291 /	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Ballard for Property Assessor	02/29/24 / 02/29/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
03/01/24 - 03/05/24	Ballard for Property Asses	

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