

CONTRACT



WSIL-TV
1416 Country Aire Drive
Carterville, IL 62918
(618) 985-2333

www.wsiltv.com

And:

AlterEgo Marketing
7 Timbercreek Dr
Herrin, IL 62948

<u>Contract / Revision</u> 10163 /		<u>Alt Order #</u>
<u>Product</u> Resident Circuit Judge of Williamson County		
<u>Contract Dates</u> 08/01/18 - 09/30/18	<u>Estimate #</u>	
<u>Advertiser</u> Lawler, David		<u>Original Date / Revision</u> 07/26/18 / 07/26/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WSIL-TV	<u>Account Executive</u> Tammy Kell	<u>Sales Office</u> Local Political
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	08/01/18	09/30/18	Local News 5a	5a-6a		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/18	08/05/18	-----				0	\$50.00			
		Week: 08/06/18	08/12/18	MTWTF--				1	\$50.00			
		Week: 08/13/18	08/19/18	-----				0	\$50.00			
		Week: 08/20/18	08/26/18	-----				0	\$50.00			
		Week: 08/27/18	09/02/18	-----				0	\$50.00			
		Week: 09/03/18	09/09/18	-----				0	\$50.00			
		Week: 09/10/18	09/16/18	-----				0	\$50.00			
		Week: 09/17/18	09/23/18	-----				0	\$50.00			
		Week: 09/24/18	09/30/18	-----				0	\$50.00			
2	3	08/01/18	09/30/18	Local News 6a	6a-7a		:30			NM	17	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/18	08/05/18	--WTF--				1	\$150.00			
		Week: 08/06/18	08/12/18	MTWTF--				2	\$150.00			
		Week: 08/13/18	08/19/18	MTWTF--				2	\$150.00			
		Week: 08/20/18	08/26/18	MTWTF--				2	\$150.00			
		Week: 08/27/18	09/02/18	MTWTF--				2	\$150.00			
		Week: 09/03/18	09/09/18	MTWTF--				2	\$150.00			
		Week: 09/10/18	09/16/18	MTWTF--				2	\$150.00			
		Week: 09/17/18	09/23/18	MTWTF--				2	\$150.00			
		Week: 09/24/18	09/30/18	MTWTF--				2	\$150.00			
3	3	08/01/18	09/30/18	Local News 6p	6p-6:30p		:30			NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 07/30/18	08/05/18	--WTF--				1	\$225.00			
		Week: 08/06/18	08/12/18	-----				0	\$225.00			
		Week: 08/13/18	08/19/18	MTWTF--				1	\$225.00			
		Week: 08/20/18	08/26/18	-----				0	\$225.00			
		Week: 08/27/18	09/02/18	MTWTF--				1	\$225.00			
		Week: 09/03/18	09/09/18	-----				0	\$225.00			
		Week: 09/10/18	09/16/18	MTWTF--				1	\$225.00			
		Week: 09/17/18	09/23/18	-----				0	\$225.00			
		Week: 09/24/18	09/30/18	MTWTF--				1	\$225.00			
4	3	08/01/18	09/30/18	Local News 6:30p	6:30p-7p		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* 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.



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Totals											31	\$6,000.00																																																													

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/30/18 - 08/26/18	15	\$3,000.00	(\$450.00)	\$2,550.00
08/27/18 - 09/28/18	16	\$3,000.00	(\$450.00)	\$2,550.00
Totals	31	\$6,000.00	(\$900.00)	\$5,100.00

Signature: _____ **Date:** _____

WSIL-TV 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. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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