

CONTRACT



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

<u>Contract / Revision</u> 359003 /		<u>Alt Order #</u> #2016-155
<u>Product</u> Kustoff for Congress		
<u>Contract Dates</u> 07/25/16 - 07/31/16		<u>Estimate #</u>
<u>Advertiser</u> Kustoff, D / Congress / R		<u>Original Date / Revision</u> 07/20/16 / 07/20/16
<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> Local WREG House	<u>Sales Office</u> Local House
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Sutton Reid Advertising
 Attention: Steven Reid
 256 Court Avenue
 Floor 1
 Memphis, TN 38103

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	METR	07/25/16	07/29/16	M-F 5a-6a	5a-6a		:30				NM	15	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	MTWTF--				15	\$150.00	0.00			
N 2	METR	07/25/16	07/29/16	M-F 6a-7a	6a-7a		:30				NM	10	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	MTWTF--				10	\$360.00	0.00			
N 3	METR	07/25/16	07/29/16	M-F 7a-9a	7a-9a		:30				NM	10	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	MTWTF--				10	\$210.00	0.00			
N 4	METR	07/25/16	07/29/16	M-F 9a-10a	9a-10a		:30				NM	10	\$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:		07/25/16	07/31/16	MTWTF--				10	\$115.00	0.00			
N 5	METR	07/25/16	07/29/16	M-F 12p-1230p	12p-1230p		:30				NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	MTWTF--				10	\$250.00	0.00			
N 6	METR	07/25/16	07/29/16	M-F 4p-5p	4p-5p		:30				NM	10	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	MTWTF--				10	\$160.00	0.00			
N 7	METR	07/25/16	07/29/16	M-F 5p-530p	5p-530p		:30				NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	MTWTF--				10	\$300.00	0.00			
N 8	METR	07/25/16	07/29/16	M-F 6p-630p	6p-630p		:30				NM	10	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	MTWTF--				10	\$525.00	0.00			
N 9	METR	07/25/16	07/29/16	M-F 630p-7p	630p-7p		:30				NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	MTWTF--				3	\$525.00	0.00			
N 10	METR	07/25/16	07/29/16	M-F 10p-1035p	10p-1035p		:30				NM	8	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	MTWTF--				8	\$700.00	0.00			
N 11	METR	07/25/16	07/29/16	M-F 1035p-1135p	1035p-1135p		:30				NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/25/16	07/31/16	MTWTF--				8	\$150.00	0.00			
N 40	METR	07/30/16	07/30/16	Sa 6a-9a	6a-9a		:30				NM	4	\$540.00

(* 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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359003 /	#2016-155

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/25/16 - 07/31/16	Kustoff for Congress	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Kustoff, D / Congress / R	07/20/16 / 07/20/16

*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:		07/25/16	07/31/16	-----S-				4	\$135.00	0.00			
N 41	METR	07/30/16	07/30/16	Sa 5p-530p	5p-530p		:30				NM	1	\$150.00
Week:		07/25/16	07/31/16	-----S-				1	\$150.00	0.00			
N 42	METR	07/30/16	07/30/16	Sa 6p-630p	6p-630p		:30				NM	1	\$150.00
Week:		07/25/16	07/31/16	-----S-				1	\$150.00	0.00			
N 43	METR	07/30/16	07/30/16	Sa 630p-7p	630p-7p		:30				NM	1	\$150.00
Week:		07/25/16	07/31/16	-----S-				1	\$150.00	0.00			
N 44	METR	07/30/16	07/30/16	Saturday Prime Hour 3	9p-10p		:30				NM	1	\$350.00
Week:		07/25/16	07/31/16	-----S-				1	\$350.00	0.00			
N 45	METR	07/31/16	07/31/16	Su 6a-8a	6a-8a		:30				NM	2	\$270.00
Week:		07/25/16	07/31/16	-----S				2	\$135.00	0.00			
N 46	METR	07/31/16	07/31/16	Su 930a-10a	930a-10a		:30				NM	1	\$280.00
Week:		07/25/16	07/31/16	-----S				1	\$280.00	0.00			
N 47	METR	07/31/16	07/31/16	Su 10p-1035p	10p-1035p		:30				NM	1	\$450.00
Week:		07/25/16	07/31/16	-----S				1	\$450.00	0.00			
N 49	METR	07/30/16	07/30/16	Sa 1035p-1135p	1035p-1135p		:30				NM	2	\$100.00
Week:		07/25/16	07/31/16	-----S-				2	\$50.00	0.00			
N 50	METR	07/26/16	07/26/16	Tuesday Prime Hour 1	7p-8p		:30				NM	1	\$800.00
Week:		07/25/16	07/31/16	-T-----				1	\$800.00	0.00			
N 51	METR	07/27/16	07/27/16	Wednesday Prime Hour 2	8p-9p		:30				NM	1	\$1,000.00
Week:		07/25/16	07/31/16	--W----				1	\$1,000.00	0.00			
N 52	METR	07/25/16	07/29/16	M-F 330p-4p	330p-4p		:30				NM	10	\$1,500.00
Week:		07/25/16	07/31/16	MTWTF--				10	\$150.00	0.00			
Totals											0.00	130	\$35,565.00

Time Period	# of Spots	Gross Amount	Net Amount
06/27/16 - 07/31/16	130	\$35,565.00	\$30,230.25
Totals	130	\$35,565.00	\$30,230.25

Signature: _____ **Date:** _____

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