

# CONTRACT



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

<u>Contract / Revision</u> 359038 /		<u>Alt Order #</u> #2016-160
<u>Product</u> Kustoff for Congress		
<u>Contract Dates</u> 08/01/16 - 08/04/16		<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	08/01/16	08/03/16	M-F 5a-6a	5a-6a		:30				NM	9	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	MTW----				9	\$150.00	0.00			
N 2	METR	08/01/16	08/03/16	M-F 6a-7a	6a-7a		:30				NM	6	\$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:		08/01/16	08/07/16	MTW----				6	\$250.00	0.00			
N 3	METR	08/01/16	08/03/16	M-F 7a-9a	7a-9a		:30				NM	9	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	MTW----				9	\$150.00	0.00			
N 4	METR	08/01/16	08/03/16	M-F 9a-10a	9a-10a		:30				NM	6	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	MTW----				6	\$115.00	0.00			
N 5	METR	08/01/16	08/03/16	M-F 12p-1230p	12p-1230p		:30				NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	MTW----				6	\$175.00	0.00			
N 6	METR	08/01/16	08/03/16	M-F 4p-5p	4p-5p		:30				NM	9	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	MTW----				9	\$160.00	0.00			
N 7	METR	08/01/16	08/03/16	M-F 5p-530p	5p-530p		:30				NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	MTW----				6	\$300.00	0.00			
N 8	METR	08/01/16	08/03/16	M-F 6p-630p	6p-630p		:30				NM	6	\$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:		08/01/16	08/07/16	MTW----				6	\$375.00	0.00			
N 9	METR	08/01/16	08/03/16	M-F 630p-7p	630p-7p		:30				NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	MTW----				3	\$375.00	0.00			
N 10	METR	08/01/16	08/04/16	M-F 10p-1035p	10p-1035p		:30				NM	6	\$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:		08/01/16	08/07/16	MTW----				6	\$500.00	0.00			
N 11	METR	08/01/16	08/03/16	M-F 1035p-1135p	1035p-1135p		:30				NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	MTW----				6	\$150.00	0.00			
N 40	METR	08/01/16	08/01/16	MOM/2 BROKE	7p-8p		:30				NM	1	\$550.00

(\* 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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<u>Contract / Revision</u> 359038 /	<u>Alt Order #</u> #2016-160
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<u>Contract Dates</u> 08/01/16 - 08/04/16	<u>Product</u> Kustoff for Congress	<u>Estimate #</u>
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<u>Advertiser</u> Kustoff, D / Congress / R	<u>Original Date / Revision</u> 07/20/16 / 07/20/16
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*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:		08/01/16	08/07/16	M-----				1	\$550.00	0.00			
N 41	METR	08/02/16	08/02/16	Tuesday Prime Hour 3	9p-10p		:30				NM	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:		08/01/16	08/07/16	-T-----				1	\$600.00	0.00			
N 42	METR	08/03/16	08/03/16	Wednesday Prime Hour 2	8p-9p		:30				NM	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:		08/01/16	08/07/16	--W----				1	\$700.00	0.00			
N 52	METR	08/01/16	08/03/16	M-F 330p-4p	330p-4p		:30				NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/01/16	08/07/16	MTW----				6	\$150.00	0.00			
<b>Totals</b>										0.00		81	\$19,205.00

Time Period	# of Spots	Gross Amount	Net Amount
08/01/16 -08/03/16	81	\$19,205.00	\$16,324.25
<b>Totals</b>	81	\$19,205.00	\$16,324.25

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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