

# CONTRACT



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

www.wreg.com

And:

**Sutton Reid Advertising**  
**Attention: Steven Reid**  
**266 South Front**  
**Suite 204**  
**Memphis, TN 38103**

<u>Contract / Revision</u> 774675 /		<u>Alt Order #</u> 2014-450
<u>Product</u> Gordon Ball for Senate		
<u>Contract Dates</u> 10/06/14 - 10/19/14		<u>Estimate #</u>
<u>Advertiser</u> Ball, Gordon/D/US Senate		<u>Original Date / Revision</u> 10/03/14 / 10/06/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WREG	<u>Account Executive</u> Local WREG House	<u>Sales Office</u> Memphis
<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>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	METRC	10/06/14	10/19/14	WREG-TV News 3 Daybreak 5-6am	5-6am		:30				NM	6	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/06/14	10/12/14	MTWTF--				3	\$160.00	0.00			
	Week:	10/13/14	10/19/14	MTWTF--				3	\$160.00	0.00			
N 2	METRC	10/06/14	10/19/14	WREG-TV News 3 Daybreak 6-7am	6-7am		: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:	10/06/14	10/12/14	MTWTF--				3	\$250.00	0.00			
	Week:	10/13/14	10/19/14	MTWTF--				3	\$250.00	0.00			
N 3	METRC	10/06/14	10/19/14	CBS This Morning	7-9am		: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:	10/06/14	10/12/14	MTWTF--				3	\$150.00	0.00			
	Week:	10/13/14	10/19/14	MTWTF--				3	\$150.00	0.00			
N 4	METRC	10/06/14	10/19/14	LIVE at 9	9-10am		:30				NM	8	\$920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/06/14	10/12/14	MTWTF--				4	\$115.00	0.00			
	Week:	10/13/14	10/19/14	MTWTF--				4	\$115.00	0.00			
N 5	METRC	10/06/14	10/19/14	WREG-TV News 3 @ Noon	Noon-12:30pm		:30				NM	8	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/06/14	10/12/14	MTWTF--				4	\$175.00	0.00			
	Week:	10/13/14	10/19/14	MTWTF--				4	\$175.00	0.00			
N 6	METRC	10/06/14	10/19/14	WREG-TV First News @ 4pm	4-5pm		:30				NM	6	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/06/14	10/12/14	MTWTF--				3	\$160.00	0.00			
	Week:	10/13/14	10/19/14	MTWTF--				3	\$160.00	0.00			
N 7	METRC	10/06/14	10/19/14	WREG-TV News 3 @ 5pm	5-5:30pm		: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:	10/06/14	10/12/14	MTWTF--				3	\$300.00	0.00			
	Week:	10/13/14	10/19/14	MTWTF--				3	\$300.00	0.00			
N 8	METRC	10/06/14	10/19/14	WREG-TV News 3 @ 6pm	6-6:30pm		: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:	10/06/14	10/12/14	MTWTF--				3	\$375.00	0.00			
	Week:	10/13/14	10/19/14	MTWTF--				3	\$375.00	0.00			
N 9	METRC	10/06/14	10/19/14	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	5	\$2,625.00

(\* 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. Tribune Broadcasting does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Advertiser</u> Ball, Gordon/D/US Senat	<u>Original Date / Revision</u> 10/03/14 / 10/06/14
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--				3	\$525.00	0.00			
Week:		10/13/14	10/19/14	MTWTF--				2	\$525.00	0.00			
N 10	METRC	10/06/14	10/19/14	Late Night with David Letterm	10:35-11:35pm		:30				NM	8	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	MTWTF--				4	\$140.00	0.00			
Week:		10/13/14	10/19/14	MTWTF--				4	\$140.00	0.00			
<b>Totals</b>											0.00	65	\$14,435.00

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/17/14	65	\$14,435.00	\$12,269.75
<b>Totals</b>	65	\$14,435.00	\$12,269.75

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

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MEMPHIS, TN 38103  
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**Candidate Spot Time Memo**

WREG-TV updates its political files with the exact times that a candidate's spots aired at the conclusion of a broadcast period and upon generation of an invoice.

Exact times can be provided prior to the conclusion of a broadcast period and prior to the generation of invoice upon request.

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