

CONTRACT



WBIR
1513 Hutchinson Ave.,
Knoxville, TN 37917
(865)637-1010

And:

Smart Media Group Inc/ POL
1427 Leslie Avenue
Alexandria, VA 22301

<u>Contract / Revision</u> 888299 /		<u>Alt Order #</u> 07212875
<u>Product</u> HASLAM FOR GOVERNOR		
<u>Contract Dates</u> 10/21/14 - 10/27/14		<u>Estimate #</u> C21C27
<u>Advertiser</u> Haslam, B / R / Gov		<u>Original Date / Revision</u> 06/16/14 / 10/17/14
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WBIR	<u>Account Executive</u> Kristen Waskie	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 89.10
<u>IDB#</u> 1046	<u>Advertiser Code</u> HAS14	<u>Product Code</u> ORDR
<u>Agency Ref</u> 7611AG		<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	WBIR	10/21/14	10/26/14	Days of Our Lives	1-2p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	----F--				1	\$100.00	2.40			
D 2	WBIR	10/21/14	10/26/14	Days of Our Lives	1-2p		1:00				NM	0	\$0.00
N 3	WBIR	10/21/14	10/26/14	M-F 11p News	11-1135p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	----F--				1	\$550.00	5.30			
N 4	WBIR	10/21/14	10/26/14	M-F 3-4p	3-4p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	----F--				1	\$100.00	4.00			
N 5	WBIR	10/21/14	10/26/14	M-F 6pm News	6-630p		: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:		10/20/14	10/26/14	----F--				1	\$600.00	13.00			
D 6	WBIR	10/21/14	10/26/14	Jeopardy	730-8p		1:00				NM	0	\$0.00
D 7	WBIR	10/21/14	10/26/14	Dateline	8-9p		1:00				NM	0	\$0.00
N 8	WBIR	10/27/14	10/27/14	Days of Our Lives	1-2p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	M-----				1	\$100.00	2.40			
D 9	WBIR	10/27/14	10/27/14	The Blacklist	10-11p		1:00				NM	0	\$0.00
N 10	WBIR	10/27/14	10/27/14	M-F 11p News	11-1135p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	M-----				1	\$550.00	5.30			
N 11	WBIR	10/27/14	10/27/14	M-F 3-4p	3-4p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	M-----				1	\$100.00	4.00			
D 12	WBIR	10/27/14	10/27/14	10 News at 5	5p-6p		1:00				NM	0	\$0.00
N 13	WBIR	10/27/14	10/27/14	M-F 6pm News	6-630p		: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:		10/27/14	11/02/14	M-----				1	\$600.00	13.00			
D 14	WBIR	10/21/14	10/26/14	Sat 11p News	11-1130p		1:00				NM	0	\$0.00

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

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

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, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



WBIR
1513 Hutchinson Ave.,
Knoxville, TN 37917
(865)637-1010

<u>Contract / Revision</u> 888299 /		<u>Alt Order #</u> 07212875
<u>Contract Dates</u> 10/21/14 - 10/27/14		<u>Product</u> HASLAM FOR GOVERN
<u>Advertiser</u> Haslam, B / R / Gov		<u>Estimate #</u> C21C27
		<u>Original Date / Revision</u> 06/16/14 / 10/17/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 15	WBIR	10/21/14	10/26/14	Dateline Mystery	8-10p		1:00				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/20/14	10/26/14	-----S-	1			\$900.00	6.20				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WBIR	10/20/14-10/26/14	Dateline Mystery	8-10p	-----Sa--	1:00		\$900.00	6.20	NM		
See MG 15.2													
N 16	WBIR	10/21/14	10/26/14	Sat 9-10a	9-10a		:30				NM	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:		10/20/14	10/26/14	-----S-	1			\$200.00	4.40				
D 17	WBIR	10/21/14	10/26/14	Sat 9-10a	9-10a		1:00				NM	0	\$0.00
N 18	WBIR	10/21/14	10/26/14	Sun 1130p-12x	1130p-12x		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/20/14	10/26/14	-----S	1			\$200.00	3.20				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WBIR	10/20/14-10/26/14	Sun 1130p-12x	1130p-12x	-----Su	:30		\$200.00	3.20	NM		
See MG 18.2													
D 19	WBIR	10/21/14	10/26/14	Sun 8-9a	8-9a		1:00				NM	0	\$0.00
D 20	WBIR	10/21/14	10/26/14	NFL Regular Season	Various		1:00				NM	0	\$0.00
D 21	WBIR	10/21/14	10/26/14	Days of Our Lives	1-2p		:30				NM	0	\$0.00
N 22	WBIR	10/21/14	10/26/14	M-F 11p News	11-1135p		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/20/14	10/26/14	---T---	1			\$550.00	5.30				
N 23	WBIR	10/21/14	10/26/14	M-F 3-4p	3-4p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/20/14	10/26/14	---T---	1			\$100.00	4.00				
N 24	WBIR	10/21/14	10/26/14	M-F 6pm News	6-630p		: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:		10/20/14	10/26/14	---T---	1			\$600.00	13.00				
D 25	WBIR	10/21/14	10/26/14	Days of Our Lives	1-2p		:30				NM	0	\$0.00
D 26	WBIR	10/21/14	10/26/14	M-F 11p News	11-1135p		:30				NM	0	\$0.00
D 27	WBIR	10/21/14	10/26/14	M-F 3-4p	3-4p		:30				NM	0	\$0.00
N 28	WBIR	10/21/14	10/26/14	10 News at 5	5p-6p		1:00				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:		10/20/14	10/26/14	-T-----	1			\$700.00	6.50				
D 29	WBIR	10/21/14	10/26/14	M-F 6pm News	6-630p		:30				NM	0	\$0.00
D 30	WBIR	10/21/14	10/26/14	Days of Our Lives	1-2p		:30				NM	0	\$0.00
D 31	WBIR	10/21/14	10/26/14	M-F 11p News	11-1135p		:30				NM	0	\$0.00
D 32	WBIR	10/21/14	10/26/14	M-F 3-4p	3-4p		:30				NM	0	\$0.00
D 33	WBIR	10/21/14	10/26/14	M-F 6pm News	6-630p		:30				NM	0	\$0.00
D 34	WBIR	10/21/14	10/26/14	Mysteries of Laura	8-9p		:30				NM	0	\$0.00
D 35	WBIR	10/21/14	10/26/14	Law & Order SVU	9-10p		:30				NM	0	\$0.00
N 36	WBIR	10/21/14	10/21/14	Jeopardy	730-8p		1:00				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:		10/20/14	10/26/14	-T-----	1			\$600.00	0.00				
N 37	WBIR	10/22/14	10/22/14	Jeopardy	730-8p		1:00				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>				

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<u>Advertiser</u> Haslam, B / R / Gov		<u>Estimate #</u> C21C27
		<u>Original Date / Revision</u> 06/16/14 / 10/17/14

*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:		10/20/14	10/26/14	--W----				1	\$600.00	0.00			
N 38	WBIR	10/24/14	10/24/14	Days of Our Lives	1-2p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	----F--				1	\$100.00	0.00			
N 39	WBIR	10/24/14	10/24/14	Dateline	8-9p		: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:		10/20/14	10/26/14	----F--				1	\$600.00	0.00			
N 40	WBIR	10/27/14	10/27/14	Days of Our Lives	1-2p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	M-----				1	\$100.00	0.00			
N 41	WBIR	10/27/14	10/27/14	Blacklist	10-11p		:30				NM	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:		10/27/14	11/02/14	M-----				1	\$500.00	0.00			
N 42	WBIR	10/27/14	10/27/14	M-F 3-4p	3-4p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/27/14	11/02/14	M-----				1	\$100.00	0.00			
N 43	WBIR	10/25/14	10/25/14	Sat 11p News	11-1130p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	-----S-				1	\$450.00	0.00			
N 44	WBIR	10/25/14	10/25/14	Sat	758-11P		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	-----S-				1	\$450.00	0.00			
N 45	WBIR	10/26/14	10/26/14	Sun 12x-1230x	12x-1230x		:30				NM	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:		10/20/14	10/26/14	-----S				1	\$200.00	0.00			
N 46	WBIR	10/26/14	10/26/14	Sun 8-9a	8-9a		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	-----S				1	\$250.00	0.00			
N 47	WBIR	10/26/14	10/26/14	NFL Regular Season	Various		:30				NM	1	\$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:		10/20/14	10/26/14	-----S				1	\$1,500.00	0.00			
N 48	WBIR	10/23/14	10/23/14	10 News at 5	5p-6p		1:00				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:		10/20/14	10/26/14	---T---				1	\$700.00	6.50			
N 49	WBIR	10/23/14	10/23/14	Jeopardy	730-8p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	---T---				1	\$300.00	0.00			
N 50	WBIR	10/21/14	10/21/14	Days of Our Lives	1-2p		1:00				NM	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:		10/20/14	10/26/14	-T-----				1	\$200.00	0.00			
N 51	WBIR	10/21/14	10/21/14	M-F 11p News	11-1135p		1:00				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	-T-----				1	\$1,100.00	0.00			
N 52	WBIR	10/21/14	10/21/14	M-F 3-4p	3-4p		1:00				NM	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:		10/20/14	10/26/14	-T-----				1	\$200.00	0.00			
N 53	WBIR	10/21/14	10/21/14	M-F 6pm News	6-630p		1:00				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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<u>Contract Dates</u> 10/21/14 - 10/27/14	<u>Product</u> HASLAM FOR GOVERN	<u>Estimate #</u> C21C27
<u>Advertiser</u> Haslam, B / R / Gov		<u>Original Date / Revision</u> 06/16/14 / 10/17/14

*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:		10/20/14	10/26/14	-T-----				1	\$1,200.00	0.00			
N 54	WBIR	10/22/14	10/22/14	Days of Our Lives	1-2p		1:00				NM	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:		10/20/14	10/26/14	--W----				1	\$200.00	0.00			
N 55	WBIR	10/22/14	10/22/14	M-F 11p News	11-1135p		1:00				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	--W----				1	\$1,100.00	0.00			
N 56	WBIR	10/22/14	10/22/14	M-F 6pm News	6-630p		1:00				NM	1	\$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:		10/20/14	10/26/14	--W----				1	\$1,200.00	0.00			
N 57	WBIR	10/22/14	10/22/14	Mysteries of Laura	8-9p		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	--W----				1	\$1,000.00	0.00			
N 58	WBIR	10/22/14	10/22/14	Law & Order SVU	9-10p		1:00				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	--W----				1	\$1,000.00	0.00			
Totals								89.10				36	\$18,500.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/20/14 - 10/26/14	29	\$16,450.00	(\$2,467.50)	\$13,982.50
10/27/14 - 11/02/14	7	\$2,050.00	(\$307.50)	\$1,742.50
Totals	36	\$18,500.00	(\$2,775.00)	\$15,725.00

Signature: _____ **Date:** _____

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

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

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, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.