

# CONTRACT



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

www.wreg.com

And:

**American Media & Advocacy Group**  
 Attention: Ben Angle  
 815 Slaters Lane  
 Alexandria, VA 22314

<u>Contract / Revision</u> 738794 /		<u>Alt Order #</u> 08128048
<u>Product</u> MS CONSERVATIVES		
<u>Contract Dates</u> 05/27/14 - 06/03/14		<u>Estimate #</u> 4355
<u>Advertiser</u> Mississippi Conservatives		<u>Original Date / Revision</u> 05/22/14 / 05/22/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WREG	<u>Account Executive</u> Maria Harrigan	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 295.20
<u>IDB#</u> 8627	<u>Advertiser Code</u> 332	<u>Product Code</u> 595
<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	METR	05/27/14	05/30/14	WREG-TV News 3 Daybreak 5-6am	5-6am		:30				NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/26/14	06/01/14	-TW-F--				3	\$325.00	20.00			
N 2	METR	06/02/14	06/03/14	WREG-TV News 3 Daybreak 5-6am	5-6am		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	06/02/14	06/08/14	M-----				1	\$325.00	20.00			
N 3	METR	05/27/14	05/30/14	WREG-TV News 3 Daybreak 6-7am	6-7am		:30				NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/26/14	06/01/14	-T-TF--				3	\$550.00	6.50			
N 4	METR	06/03/14	06/03/14	WREG-TV News 3 Daybreak 6-7am	6-7am		: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:	06/02/14	06/08/14	-T-----				1	\$550.00	6.50			
N 5	METR	05/27/14	05/30/14	CBS This Morning	7-9am		:30				NM	3	\$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:	05/26/14	06/01/14	-TW-F--				3	\$350.00	3.10			
N 6	METR	06/02/14	06/03/14	CBS This Morning	7-9am		:30				NM	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:	06/02/14	06/08/14	M-----				1	\$350.00	3.10			
N 7	METR	05/31/14	05/31/14	News Channel 3 Daybreak	6-9am		: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:	05/26/14	06/01/14	-----S-				1	\$300.00	4.60			
N 8	METR	06/01/14	06/01/14	WREG-YV News 3 Daybreak 6-8am	6-8am		: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:	05/26/14	06/01/14	-----S				1	\$300.00	4.70			
N 9	METR	06/01/14	06/01/14	CBS Sunday Morning	8-9:30am		:30				NM	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:	05/26/14	06/01/14	-----S				1	\$575.00	6.80			
N 10	METR	06/01/14	06/01/14	Face the Nation	9:30-10am		: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:	05/26/14	06/01/14	-----S				1	\$500.00	3.20			
N 11	METR	05/27/14	05/30/14	WREG-TV News 3 @ 5pm	5-5:30pm		:30				NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	05/26/14	06/01/14	-TWTF--				4	\$600.00	6.20			

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



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

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<u>Contract / Revision</u> 738794 /		<u>Alt Order #</u> 08128048
<u>Contract Dates</u> 05/27/14 - 06/03/14	<u>Product</u> MS CONSERVATIVES	<u>Estimate #</u> 4355
<u>Advertiser</u> Mississippi Conservative		<u>Original Date / Revision</u> 05/22/14 / 05/22/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 12	METR	06/02/14	06/02/14	WREG-TV News 3 @ 5pm	5-5:30pm		: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:		06/02/14	06/08/14	M-----				1	\$600.00	6.20			
D 13	METR	05/27/14	05/30/14	WREG-TV News 3 @ 530pm	News at 530pm (M		:30				NM	0	\$0.00
D 14	METR	06/02/14	06/02/14	WREG-TV News 3 @ 530pm	News at 530pm (M		:30				NM	0	\$0.00
N 15	METR	05/27/14	05/30/14	WREG-TV News 3 @ 6pm	6-6:30pm		:30				NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/26/14	06/01/14	-TWTF--				4	\$700.00	6.60			
N 16	METR	06/02/14	06/02/14	WREG-TV News 3 @ 6pm	6-6:30pm		: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:		06/02/14	06/08/14	M-----				1	\$700.00	6.60			
N 17	METR	05/27/14	05/30/14	Entertainment Tonight	6:30-7pm		:30				NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/26/14	06/01/14	-TWTF--				4	\$700.00	5.00			
N 18	METR	06/02/14	06/02/14	Entertainment Tonight	6:30-7pm		: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:		06/02/14	06/08/14	M-----				1	\$700.00	5.00			
D 19	METR	05/27/14	05/27/14	Tuesday Prime	7-8pm		:30				NM	0	\$0.00
D 20	METR	05/27/14	05/27/14	Tuesday Prime	8-9pm		:30				NM	0	\$0.00
D 21	METR	05/28/14	05/28/14	Wednesday Prime	7-8pm		:30				NM	0	\$0.00
N 22	METR	05/27/14	05/30/14	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	4	\$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:		05/26/14	06/01/14	-TWTF--				4	\$900.00	10.50			
N 23	METR	06/02/14	06/02/14	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/02/14	06/08/14	M-----				1	\$900.00	10.50			
N 24	METR	05/27/14	05/30/14	Late Night with David Letterman	10:35-11:35pm		:30				NM	4	\$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:		05/26/14	06/01/14	-TWTF--				4	\$300.00	3.20			
N 25	METR	06/02/14	06/02/14	Late Night with David Letterman	10:35-11:35pm		: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:		06/02/14	06/08/14	M-----				1	\$300.00	3.20			
N 26	METR	06/01/14	06/01/14	Various	Various		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/26/14	06/01/14	-----S				1	\$2,000.00	0.00			
D 27	METR	05/28/14	05/28/14	Wednesday Prime	9-10pm		:30				NM	0	\$0.00
<b>Totals</b>											295.20	42	\$24,575.00

Time Period	# of Spots	Gross Amount	Net Amount
05/26/14 -06/03/14	42	\$24,575.00	\$20,888.75
<b>Totals</b>	42	\$24,575.00	\$20,888.75

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

(\* Line Transactions: N = New, E = Edited, D = Deleted)  
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# Order #738794: American M../Mississipp../MS

Spot Status	Spot #	Day	Air Time	Times	Air Date	Inventory Description	Journal Rate	1	Weekdays	Length	Ad-ID	Program	Makegood	Create Date
<b>Line#: 1</b>														
Placed		2 Tu	5:29 AM	5-6am	05/27/14	WREG-TV News 3 Da	\$325.00		-TW--F----	:30	MSCON1			05/22/14 10:49
Placed		3 W	5:28 AM	5-6am	05/28/14	WREG-TV News 3 Da	\$325.00		-TW--F----	:30	MSCON1			05/22/14 10:49
Placed		4 F	5:22 AM	5-6am	05/30/14	WREG-TV News 3 Da	\$325.00		-TW--F----	:30	MSCON1			05/22/14 10:49
	<b>3</b>						<b>975</b>							
<b>Line#: 2</b>														
Placed		2 M	5:49 AM	5-6am	06/02/14	WREG-TV News 3 Da	\$325.00		M-----	:30	MSCON1			05/22/14 10:49
	<b>1</b>						<b>325</b>							
<b>Line#: 3</b>														
Placed		2 Tu	6:52 AM	6-7am	05/27/14	WREG-TV News 3 Da	\$550.00		-T-ThF----	:30	MSCON1			05/22/14 10:49
Placed		3 Th	6:53 AM	6-7am	05/29/14	WREG-TV News 3 Da	\$550.00		-T-ThF----	:30	MSCON1			05/22/14 10:49
Placed		4 F	6:43 AM	6-7am	05/30/14	WREG-TV News 3 Da	\$550.00		-T-ThF----	:30	MSCON1			05/22/14 10:49
	<b>3</b>						<b>1650</b>							
<b>Line#: 4</b>														
Placed		2 Tu	6:00 AM	6-7am	06/03/14	WREG-TV News 3 Da	\$550.00		-T-----	:30	MSCON1			05/22/14 10:49
	<b>1</b>						<b>550</b>							
<b>Line#: 5</b>														
Placed		2 Tu	8:14 AM	7-9am	05/27/14	CBS This Morning	\$350.00		-TW--F----	:30	MSCON1			05/22/14 10:49
Placed		3 W	8:52 AM	7-9am	05/28/14	CBS This Morning	\$350.00		-TW--F----	:30	MSCON1			05/22/14 10:49
Placed		4 F	8:47 AM	7-9am	05/30/14	CBS This Morning	\$350.00		-TW--F----	:30	MSCON1			05/22/14 10:49
	<b>3</b>						<b>1050</b>							
<b>Line#: 6</b>														
Placed		2 M	8:19 AM	7-9am	06/02/14	CBS This Morning	\$350.00		M-----	:30	MSCON1			05/22/14 10:49
	<b>1</b>						<b>350</b>							
<b>Line#: 7</b>														
Placed		1 Sa	7:52 AM	6-9am	05/31/14	News Channel 3 Daybr	\$300.00		-----Sa--	:30	MSCON1			05/22/14 10:49
	<b>1</b>						<b>300</b>							
<b>Line#: 8</b>														
Placed		1 Su	6:56 AM	6-8am	06/01/14	WREG-YV News 3 Da	\$300.00		-----Su	:30	MSCON1			05/22/14 10:49
	<b>1</b>						<b>300</b>							
<b>Line#: 9</b>														
Placed		1 Su	8:47 AM	8-9:30am	06/01/14	CBS Sunday Morning	\$575.00		-----Su	:30	MSCON1			05/22/14 10:49
	<b>1</b>						<b>575</b>							
<b>Line#: 10</b>														
Placed		1 Su	9:59 AM	9:30-10am	06/01/14	Face the Nation	\$500.00		-----Su	:30	MSCON1			05/22/14 10:49
	<b>1</b>						<b>500</b>							
<b>Line#: 11</b>														
Placed		3 Tu	5:13 PM	5-5:30pm	05/27/14	WREG-TV News 3 @ !	\$600.00		-TWThF---	:30	MSCON1			05/22/14 10:49
Placed		4 W	5:11 PM	5-5:30pm	05/28/14	WREG-TV News 3 @ !	\$600.00		-TWThF---	:30	MSCON1			05/22/14 10:49
Placed		2 Th	5:27 PM	5-5:30pm	05/29/14	WREG-TV News 3 @ !	\$600.00		-TWThF---	:30	MSCON1			05/22/14 10:49
Placed		1 F	5:23 PM	5-5:30pm	05/30/14	WREG-TV News 3 @ !	\$600.00		-TWThF---	:30	MSCON1			05/22/14 10:49
	<b>4</b>						<b>2400</b>							
<b>Line#: 12</b>														
Placed		1 M	5:23 PM	5-5:30pm	06/02/14	WREG-TV News 3 @ !	\$600.00		M-----	:30	MSCON1			05/22/14 10:49
	<b>1</b>						<b>600</b>							
<b>Line#: 15</b>														
Placed		1 Tu	6:20 PM	6-6:30pm	05/27/14	WREG-TV News 3 @ !	\$700.00		-TWThF---	:30	MSCON1			05/22/14 10:49
Placed		4 W	6:27 PM	6-6:30pm	05/28/14	WREG-TV News 3 @ !	\$700.00		-TWThF---	:30	MSCON1			05/22/14 10:49
Placed		2 Th	6:12 PM	6-6:30pm	05/29/14	WREG-TV News 3 @ !	\$700.00		-TWThF---	:30	MSCON1			05/22/14 10:49
Placed		3 F	6:11 PM	6-6:30pm	05/30/14	WREG-TV News 3 @ !	\$700.00		-TWThF---	:30	MSCON1			05/22/14 10:49
	<b>4</b>						<b>2800</b>							
<b>Line#: 16</b>														
Placed		1 M	6:19 PM	6-6:30pm	06/02/14	WREG-TV News 3 @ !	\$700.00		M-----	:30	MSCON1			05/22/14 10:49
	<b>1</b>						<b>700</b>							
<b>Line#: 17</b>														
Placed		4 Tu	6:45 PM	6:30-7pm	05/27/14	Entertainment Tonight	\$700.00		-TWThF---	:30	MSCON1			05/22/14 10:49
Placed		3 W	6:58 PM	6:30-7pm	05/28/14	Entertainment Tonight	\$700.00		-TWThF---	:30	MSCON1			05/22/14 10:49
Placed		2 Th	6:45 PM	6:30-7pm	05/29/14	Entertainment Tonight	\$700.00		-TWThF---	:30	MSCON1			05/22/14 10:49
Placed		1 F	6:46 PM	6:30-7pm	05/30/14	Entertainment Tonight	\$700.00		-TWThF---	:30	MSCON1			05/22/14 10:49

[Filtered by: ] [Sorted by: Air Date]

# Order #738794: American M../Mississipp../MS

Spot Status	Spot #	Day	Air Time	Times	Air Date	Inventory Description	Rate	Weekdays	Length	Ad-ID	Program	Makegood	Create Date
<b>Line#: 17</b>													
	4						2800						
<b>Line#: 18</b>													
Placed	1	M	6:58 PM	6:30-7pm	06/02/14	Entertainment Tonight	\$700.00	M-----	:30	MSCON1			05/22/14 10:49
	1						700						
<b>Line#: 22</b>													
Placed	2	Tu	0:13 PM	10-10:35pr	05/27/14	WREG-TV News 3 @	\$900.00	-TWThF--	:30	MSCON1			05/22/14 10:49
Placed	1	W	0:11 PM	10-10:35pr	05/28/14	WREG-TV News 3 @	\$900.00	-TWThF--	:30	MSCON1			05/22/14 10:49
Placed	4	Th	0:29 PM	10-10:35pr	05/29/14	WREG-TV News 3 @	\$900.00	-TWThF--	:30	MSCON1			05/22/14 10:49
Placed	3	F	0:13 PM	10-10:35pr	05/30/14	WREG-TV News 3 @	\$900.00	-TWThF--	:30	MSCON1			05/22/14 10:49
	4						3600						
<b>Line#: 23</b>													
Placed	1	M	0:28 PM	10-10:35pr	06/02/14	WREG-TV News 3 @	\$900.00	M-----	:30	MSCON1			05/22/14 10:49
	1						900						
<b>Line#: 24</b>													
Placed	3	Tu	0:57 PM	10:35-11:3	05/27/14	Late Night with David L	\$300.00	-TWThF--	:30	MSCON1			05/22/14 10:49
Placed	1	W	1:00 PM	10:35-11:3	05/28/14	Late Night with David L	\$300.00	-TWThF--	:30	MSCON1			05/22/14 10:49
Placed	4	Th	1:10 PM	10:35-11:3	05/29/14	Late Night with David L	\$300.00	-TWThF--	:30	MSCON1			05/22/14 10:49
Placed	2	F	0:46 PM	10:35-11:3	05/30/14	Late Night with David L	\$300.00	-TWThF--	:30	MSCON1			05/22/14 10:49
	4						1200						
<b>Line#: 25</b>													
Placed	1	M	1:00 PM	10:35-11:3	06/02/14	Late Night with David L	\$300.00	M-----	:30	MSCON1			05/22/14 10:49
	1						300						
<b>Line#: 26</b>													
Placed	1	Su	2:59 PM	(2:00 PM-5	06/01/14	Various	\$2,000.00	-----Su	:30	MSCON1			05/22/14 10:49
	1						2000						
	42						\$24,575.00						

[Filtered by: ] [Sorted by: Air Date]