

# CONTRACT



**WHAS**  
**520 W. Chestnut St.**  
**Louisville, KY 40202**  
**(502)582-7711**

And:

**Screen Strategies / POL**  
**11150 Fairfax Blvd, Suite 505**  
**Fairfax, VA 22030**

<u>Contract / Revision</u> 1779109 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 04/15/19 - 04/21/19		<u>Estimate #</u> 5121
<u>Advertiser</u> POL/ Rocky Adkins / D / GOV / KY		<u>Original Date / Revision</u> 04/11/19 / 04/11/19
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WHAS	<u>Account Executive</u> Kimberly Williams	<u>Sales Office</u> WHAS Louisville
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 11212AG		<u>Advertiser Ref</u> 145164

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WHAS	04/16/19	04/16/19	Local News @ 6a M-F	6-7a		:30				NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/15/19	04/21/19	-T-----				1	\$120.00				
N 2	WHAS	04/15/19	04/19/19	Good Morning America	7-9a		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/15/19	04/21/19	M-W-F--				3	\$150.00				
N 3	WHAS	04/16/19	04/16/19	The View	11-12p		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/15/19	04/21/19	-T-----				1	\$65.00				
N 4	WHAS	04/18/19	04/18/19	Local News @ 12p M-F	12-1p		:30				NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/15/19	04/21/19	---T---				1	\$70.00				
N 5	WHAS	04/19/19	04/19/19	General Hospital	2-3p		:30				NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/15/19	04/21/19	----F--				1	\$65.00				
N 6	WHAS	04/15/19	04/15/19	Local News @ 4p M-F	4-5p		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/15/19	04/21/19	M-----				1	\$60.00				
N 7	WHAS	04/17/19	04/17/19	Local News @ 5p M-F	5-530p		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/15/19	04/21/19	--W----				1	\$140.00				
N 8	WHAS	04/18/19	04/18/19	Local News @ 530p M-F	530-6p		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/15/19	04/21/19	---T---				1	\$225.00				
N 9	WHAS	04/15/19	04/19/19	Local News @ 6p M-F	6-630p		:30				NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/15/19	04/21/19	--W----				2	\$160.00				
N 10	WHAS	04/16/19	04/18/19	ET 7-730p	7-730p		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/15/19	04/21/19	-T-T---				2	\$150.00				

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

Standard Terms: Your purchase of advertising is subject to the TEGNA Standard Advertising Terms and Conditions ("Standard Terms"), which are available at <http://bit.ly/2eyrbCA>, as well as on the 'Advertise With Us' section under the 'About' tab of Station's website. You will be deemed to have accepted our Standard Terms upon the earliest of (i) the date you sign the Insertion Order to which this Contract relates, (ii) the date the campaign contemplated by this Contract first launches, or (iii) the date on which you pay any amounts specified on an invoice related to this Contract.

Non-Discrimination: TEGNA 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.



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N 11	WHAS	04/15/19	04/17/19	Inside Ed 730-8p	730-8p		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/15/19	04/21/19	M-W----				2	\$150.00				
N 12	WHAS	04/16/19	04/16/19	Tue Prime C	10-11p	-T-----	:30	1	\$400.00	0.00	NM	1	\$400.00
N 13	WHAS	04/18/19	04/18/19	Thu Prime A	8-9p	---T---	:30	1	\$1,100.00	0.00	NM	1	\$1,100.00
N 14	WHAS	04/21/19	04/21/19	Sun Prime Other 2nd Prgm	6-10p	-----S	:30	1	\$1,125.00	0.00	NM	1	\$1,125.00
N 15	WHAS	04/16/19	04/19/19	Local News @ 11p M-F	11-1135p		:30				NM	3	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/15/19	04/21/19	-TW-F--				3	\$240.00				
N 16	WHAS	04/15/19	04/18/19	Jimmy Kimmel	1135p-1237a		:30				NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/15/19	04/21/19	M--T---				2	\$40.00				
<b>Totals</b>								<b>0.00</b>				<b>24</b>	<b>\$5,540.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/01/19 - 04/21/19	24	\$5,540.00	(\$831.00)	\$4,709.00
<b>Totals</b>	<b>24</b>	<b>\$5,540.00</b>	<b>(\$831.00)</b>	<b>\$4,709.00</b>

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