

# CONTRACT



**WMC**  
 1960 Union Avenue  
 Memphis, TN 38104  
 (901) 726-0555

<u>Contract / Revision</u> 1399314 /		<u>Alt Order #</u> 07993427
<u>Product</u> 479/572/2985		
<u>Contract Dates</u> 10/28/15 - 10/30/15		<u>Estimate #</u> 2985
<u>Advertiser</u> ISS/Better Schools Better Jobs		<u>Original Date / Revision</u> 10/28/15 / 10/28/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WMC	<u>Account Executive</u> Rick Richardson-Cox	<u>Sales Office</u> Telerep-Atlanta
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> TV13041	<u>Advertiser Code</u> 479	<u>Product Code</u> 572
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Canal Partners Media**  
 Attention: Chris Huttman  
 25 Whitlock Place SW, Suite 201  
 Marietta, GA 30064

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WMC	10/30/15	10/30/15	Flip My Food	1230-1p		:30				NM	1	\$105.00
		FLIP MY FOOD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/26/15	11/01/15	----1--	1			\$105.00					
N 2	WMC	10/29/15	10/29/15	Ellen Degeneres	3-4p		:30				NM	1	\$120.00
		ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/26/15	11/01/15	---1---	1			\$120.00					
N 3	WMC	10/29/15	10/29/15	Action News 5 @ 5p	5-530p		:30				NM	1	\$490.00
		ACTION NWS-5PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/26/15	11/01/15	---1---	1			\$490.00					
N 4	WMC	10/29/15	10/29/15	Action News 5 @ 6p	6-630p		:30				NM	1	\$645.00
		ACTION NWS-6PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/26/15	11/01/15	---1---	1			\$645.00					
N 5	WMC	10/29/15	10/29/15	Wheel of Fortune	630-7p		:30				NM	1	\$925.00
		WHEEL-FORTNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/26/15	11/01/15	---1---	1			\$925.00					
N 6	WMC	10/29/15	10/29/15	Today Show II	9-10a		:30				NM	1	\$175.00
		TODAY SHW2-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/26/15	11/01/15	---1---	1			\$175.00					
N 7	WMC	10/28/15	10/28/15	Late News	10-1035p		:30				NM	1	\$865.00
		ACTN NWS-10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/26/15	11/01/15	--1----	1			\$865.00					

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

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		<u>Estimate #</u> 2985
<u>Advertiser</u> ISS/Better Schools Better		<u>Original Date / Revision</u> 10/28/15 / 10/28/15

*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>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>Type</u>		
1	WMC	10/26/15-11/01/15		Late News	10-1035p	---W-----	:30		<del>\$865.00</del>		NM		
See MG 7.2													
2	WMC	10/29/15-10/29/15		Late News	10-1035p	----Th----	:30		\$865.00		NM		
Ⓜ MG for 7.1 10/28													
N 8	WMC	10/28/15	10/28/15	The Tonight Show	1035-1135p		:30				NM	1	\$450.00
TONITE SHW-NBC													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/26/15	11/01/15	--1----				1	\$450.00				
<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>Type</u>		
1	WMC	10/26/15-11/01/15		The Tonight Show	1035-1135p	---W-----	:30		<del>\$450.00</del>		NM		
See MG 8.2													
2	WMC	10/30/15-10/30/15		The Tonight Show	1035-1135p	-----F----	:30		\$450.00		NM		
Ⓜ MG for 8.1 10/28													
N 9	WMC	10/28/15	10/28/15	Action News 5 @ 5a	5-6a		:30				NM	1	\$175.00
ACTN NWS-5AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/26/15	11/01/15	--1----				1	\$175.00				
<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>Type</u>		
1	WMC	10/26/15-11/01/15		Action News 5 @ 5a	5-6a	---W-----	:30		<del>\$175.00</del>		NM		
See MG 9.2													
2	WMC	10/29/15-10/30/15		Action News 5 @ 5a	5-6a	----ThF----	:30		\$175.00		NM		
Ⓜ MG for 9.1 10/28													
N 10	WMC	10/28/15	10/28/15	NBC Nightly News	530-6p		:30				NM	3	\$565.00
NBC NITELY NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/26/15	11/01/15	--1----				1	\$565.00				
<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>Type</u>		
1	WMC	10/26/15-11/01/15		NBC Nightly News	530-6p	---W-----	:30		<del>\$565.00</del>		NM		
See MG 10.2, 10.3, 10.4													
2	WMC	10/29/15-10/30/15		Days of Our Lives	1-2p	----ThF----	:30		\$225.00		NM		
Ⓜ MG for 10.1 10/28													
3	WMC	10/29/15-10/30/15		Days of Our Lives	1-2p	----ThF----	:30		\$225.00		NM		
Ⓜ MG for 10.1 10/28													
4	WMC	10/26/15-11/01/15		Late Night	1135p-1235a	MTuWThF----	:30		\$115.00		NM		
Ⓜ MG for 10.1 10/28													
N 11	WMC	10/28/15	10/28/15	NBC Today Show	7-9a		:30				NM	1	\$295.00
TODAY SHW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/26/15	11/01/15	--1----				1	\$295.00				
<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>Type</u>		
1	WMC	10/26/15-11/01/15		NBC Today Show	7-9a	---W-----	:30		<del>\$295.00</del>		NM		
See MG 11.2													
2	WMC	10/29/15-10/30/15		NBC Today Show	7-9a	----ThF----	:30		\$295.00		NM		
Ⓜ MG for 11.1 10/28													
<b>Totals</b>											<b>13</b>	<b>\$4,810.00</b>	

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10/28/15 - 10/30/15	479/572/2985	2985

<u>Advertiser</u>	<u>Original Date / Revision</u>
ISS/Better Schools Better	10/28/15 / 10/28/15

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/26/15 - 10/30/15	13	\$4,810.00	(\$721.50)	\$4,088.50
<b>Totals</b>	13	\$4,810.00	(\$721.50)	\$4,088.50

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

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