

CONTRACT



WALA
1501 Satchel Paige Dr
Mobile, AL 36606
Sales T&C: www.gray.tv/advertising
(251) 434-1010

<u>Contract / Revision</u> 3508713 /		<u>Alt Order #</u> WOC14610936
<u>Advertiser</u> Protect Progress		<u>Original Date / Revision</u> 04/04/24 / 04/04/24
<u>Contract Dates</u> 04/05/24 - 04/16/24	<u>Estimate #</u> 14567	
<u>Product</u> ISSUE		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WALA	<u>Account Executive</u> Mobile House	<u>Sales Office</u> Mobile National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> NORMAL	
<u>Agcy Code</u> 9920316	<u>Advertiser Code</u> 1887	<u>Product 1/2</u> 1905
<u>Agency Ref</u> 114264	<u>Advertiser Ref</u> 628464	

And:

Targeted Platform Media
1291 Hollywood Ave
Annapolis, MD 21403

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
N 1	WALA	04/05/24	04/16/24	M-F 5a News	5:00 AM-5:30 AM		:30			P-01	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	04/05/24	04/11/24	1-1----				2	\$325.00				
	Week:	04/12/24	04/18/24	-1--1--				2	\$325.00				
N 2	WALA	04/05/24	04/16/24	M-F 830a News	8:30 AM-9:00 AM		:30			P-01	NM	5	\$3,500.00
	Week:	04/05/24	04/11/24	1-1-1--				3	\$700.00				
	Week:	04/12/24	04/18/24	11-----				2	\$700.00				
N 3	WALA	04/05/24	04/16/24	M-F 530a News	5:30 AM-6:00 AM		:30			P-01	NM	3	\$1,200.00
	Week:	04/05/24	04/11/24	-1--1--				2	\$400.00				
	Week:	04/12/24	04/18/24	-1-----				1	\$400.00				
N 4	WALA	04/05/24	04/15/24	M-F 8a News	8:00 AM-8:30 AM		:30			P-01	NM	3	\$2,100.00
	Week:	04/05/24	04/11/24	-11----				2	\$700.00				
	Week:	04/12/24	04/18/24	1-----				1	\$700.00				
N 5	WALA	04/05/24	04/16/24	M-F 7a News	7:00 AM-7:30 AM		:30			P-01	NM	3	\$2,100.00
	Week:	04/05/24	04/11/24	1-----				1	\$700.00				
	Week:	04/12/24	04/18/24	11-----				2	\$700.00				
N 6	WALA	04/05/24	04/12/24	M-F 730a News	7:30 AM-8:00 AM		:30			P-01	NM	3	\$2,100.00
	Week:	04/05/24	04/11/24	1---1--				2	\$700.00				
	Week:	04/12/24	04/18/24	----1--				1	\$700.00				
N 7	WALA	04/05/24	04/16/24	M-F 630a News	6:30 AM-7:00 AM		:30			P-01	NM	5	\$3,500.00
	Week:	04/05/24	04/11/24	-1-11--				3	\$700.00				
	Week:	04/12/24	04/18/24	-1--1--				2	\$700.00				
N 8	WALA	04/05/24	04/16/24	M-F 6a News	6:00 AM-6:30 AM		:30			P-01	NM	3	\$2,100.00
	Week:	04/05/24	04/11/24	--1----				1	\$700.00				
	Week:	04/12/24	04/18/24	11-----				2	\$700.00				
N 9	WALA	04/05/24	04/12/24	M-F 2p-3p	2:00 PM-3:00 PM		:30			P-01	NM	4	\$1,400.00
	Week:	04/05/24	04/11/24	1-----				1	\$350.00				
	Week:	04/12/24	04/18/24	1-----				3	\$350.00				

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<u>Contract Dates</u> 04/05/24 - 04/16/24	<u>Product</u> ISSUE	<u>Estimate #</u> 14567

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/05/24	04/11/24	-1-11--				3	\$350.00				
Week:		04/12/24	04/18/24	----1--				1	\$350.00				
N 10	WALA	04/05/24	04/15/24	M-F 12p-1p	12:00 PM-1:00 PM		:30			P-01	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/05/24	04/11/24	---11--				2	\$400.00				
Week:		04/12/24	04/18/24	1-----				1	\$400.00				
N 11	WALA	04/05/24	04/12/24	M-F 430p News	4:30 PM-5:00 PM		:30			P-01	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/05/24	04/11/24	--1-1--				2	\$600.00				
Week:		04/12/24	04/18/24	----1--				1	\$600.00				
N 12	WALA	04/05/24	04/15/24	M-F 530p News	5:30 PM-6:00 PM		:30			P-01	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/05/24	04/11/24	1-----				1	\$800.00				
Week:		04/12/24	04/18/24	1-----				1	\$800.00				
N 13	WALA	04/05/24	04/12/24	M-F 5p News	5:00 PM-5:30 PM		:30			P-01	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/05/24	04/11/24	111-1--				4	\$800.00				
Week:		04/12/24	04/18/24	----1--				1	\$800.00				
N 14	WALA	04/12/24	04/15/24	M-F 4p News	4:00 PM-4:30 PM		:30			P-01	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/12/24	04/18/24	1-----				1	\$600.00				
N 15	WALA	04/05/24	04/15/24	M-F 630p-7p	6:30 PM-7:00 PM		:30			P-01	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/05/24	04/11/24	11-11--				4	\$2,000.00				
Week:		04/12/24	04/18/24	1---1--				2	\$2,000.00				
N 16	WALA	04/05/24	04/15/24	M-F 6p-630p	6:00 PM-6:30 PM		:30			P-01	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/05/24	04/11/24	111-1--				4	\$2,000.00				
Week:		04/12/24	04/18/24	1---1--				2	\$2,000.00				
N 17	WALA	04/05/24	04/15/24	M-F 10p News	10:00 PM-10:30 P		:30			P-01	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/05/24	04/11/24	1--11--				3	\$750.00				
Week:		04/12/24	04/18/24	1-----				1	\$750.00				
N 18	WALA	04/05/24	04/12/24	M-F 9p News	9:00 PM-9:30 PM		:30			P-01	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/05/24	04/11/24	1-1----				2	\$1,000.00				
Week:		04/12/24	04/18/24	----1--				1	\$1,000.00				
N 19	WALA	04/05/24	04/15/24	M-F 930p News	9:30 PM-10:00 PM		:30			P-01	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/05/24	04/11/24	-1-11--				3	\$900.00				
Week:		04/12/24	04/18/24	1-----				1	\$900.00				
N 20	WALA	04/05/24	04/14/24	Su 930-10p	9:30 PM-10:00 PM		:30			P-01	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/05/24	04/11/24	-----1				1	\$800.00				
Week:		04/12/24	04/18/24	-----1				1	\$800.00				
N 21	WALA	04/05/24	04/14/24	FOX News Sunday	8:00 AM-9:00 AM		:30			P-01	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/05/24	04/11/24	-----1				1	\$300.00				
Week:		04/12/24	04/18/24	-----1				1	\$300.00				
N 22	WALA	04/05/24	04/13/24	Sa 8a News	8:00 AM-8:30 AM		:30			P-01	NM	2	\$1,000.00

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Week:		04/05/24	04/11/24	-----1-				1	\$500.00				
Week:		04/12/24	04/18/24	-----1-				1	\$500.00				
N 23	WALA	04/05/24	04/14/24	Su 730-8a News	7:30 AM-8:00 AM		:30			P-01	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/05/24	04/11/24	-----1				1	\$400.00				
Week:		04/12/24	04/18/24	-----1				1	\$400.00				
N 24	WALA	04/05/24	04/14/24	Su 7a News	7:00 AM-7:30 AM		:30			P-01	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/05/24	04/11/24	-----1				1	\$400.00				
Week:		04/12/24	04/18/24	-----1				1	\$400.00				
N 25	WALA	04/05/24	04/13/24	Sa 7a News	7:00 AM-7:30 AM		:30			P-01	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		04/05/24	04/11/24	-----1-				1	\$500.00				
Week:		04/12/24	04/18/24	-----1-				1	\$500.00				
Totals												82	\$67,900.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/01/24 - 04/16/24	82	\$67,900.00	(\$10,185.00)	\$57,715.00
Totals	82	\$67,900.00	(\$10,185.00)	\$57,715.00

Signature: _____ **Date:** _____

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