

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> 945148 /		<u>Alt Order #</u> 07428548
<u>Product</u> ALEXANDER FOR SENATE		
<u>Contract Dates</u> 10/16/14 - 10/25/14		<u>Estimate #</u> C16C25
<u>Advertiser</u> Alexander, L / R / Senate		<u>Original Date / Revision</u> 10/06/14 / 10/08/14
<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>IDB#</u> 1046	<u>Advertiser Code</u> ALXND	<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	10/17/14	10/24/14	M-F 10a-11a	10-11a		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/13/14	10/19/14	----F--				1	\$125.00				
	Week:	10/20/14	10/26/14	----F--				1	\$125.00				
N 2	WBIR	10/17/14	10/17/14	M-F 2-3p	2-3p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/13/14	10/19/14	----F--				1	\$100.00				
N 3	WBIR	10/17/14	10/24/14	M-F 3-4p	3-4p		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/13/14	10/19/14	----F--				1	\$100.00				
	Week:	10/20/14	10/26/14	----F--				1	\$100.00				
N 4	WBIR	10/17/14	10/24/14	M-F 7-9a	7-9a		:30				NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/13/14	10/19/14	----F--				1	\$375.00				
	Week:	10/20/14	10/26/14	----F--				1	\$375.00				
N 5	WBIR	10/24/14	10/24/14	Dateline	8-9p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/20/14	10/26/14	----F--				1	\$500.00				
N 6	WBIR	10/20/14	10/20/14	M-F 10a-11a	10-11a		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/20/14	10/26/14	M-----				1	\$125.00				
N 7	WBIR	10/20/14	10/20/14	M-F 11p News	11-1135p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/20/14	10/26/14	M-----				1	\$450.00				
N 8	WBIR	10/20/14	10/20/14	M-F 2-3p	2-3p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/20/14	10/26/14	M-----				1	\$100.00				
N 9	WBIR	10/20/14	10/20/14	M-F 7-9a	7-9a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/20/14	10/26/14	M-----				1	\$375.00				
N 10	WBIR	10/18/14	10/18/14	Saturday Night Live	1130p-105a		:30				NM	1	\$200.00

(* 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> 945148 /		<u>Alt Order #</u> 07428548
<u>Contract Dates</u> 10/16/14 - 10/25/14	<u>Product</u> ALEXANDER FOR SEN	<u>Estimate #</u> C16C25
<u>Advertiser</u> Alexander, L / R / Senate		<u>Original Date / Revision</u> 10/06/14 / 10/08/14

*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>				
Week:		10/13/14	10/19/14	-----S-				1	\$200.00				
N 11	WBIR	10/18/14	10/25/14	House Smarts	630-7a		:30				NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/13/14	10/19/14	-----S-				1	\$30.00				
Week:		10/20/14	10/26/14	-----S-				1	\$30.00				
N 12	WBIR	10/16/14	10/23/14	M-F 10a-11a	10-11a		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/13/14	10/19/14	---T---				1	\$125.00				
Week:		10/20/14	10/26/14	---T---				1	\$125.00				
N 13	WBIR	10/16/14	10/23/14	M-F 11p News	11-1135p		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/13/14	10/19/14	---T---				1	\$450.00				
Week:		10/20/14	10/26/14	---T---				1	\$450.00				
N 14	WBIR	10/16/14	10/16/14	M-F 2-3p	2-3p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/13/14	10/19/14	---T---				1	\$100.00				
N 15	WBIR	10/16/14	10/23/14	M-F 3-4p	3-4p		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/13/14	10/19/14	---T---				1	\$100.00				
Week:		10/20/14	10/26/14	---T---				1	\$100.00				
N 16	WBIR	10/16/14	10/16/14	M-F 7-9a	7-9a		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/13/14	10/19/14	---T---				1	\$375.00				
N 17	WBIR	10/21/14	10/21/14	M-F 10a-11a	10-11a		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/20/14	10/26/14	-T-----				1	\$125.00				
N 18	WBIR	10/21/14	10/21/14	M-F 11p News	11-1135p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/20/14	10/26/14	-T-----				1	\$450.00				
N 19	WBIR	10/21/14	10/21/14	M-F 2-3p	2-3p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/20/14	10/26/14	-T-----				1	\$100.00				
N 20	WBIR	10/22/14	10/22/14	M-F 10a-11a	10-11a		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/20/14	10/26/14	--W----				1	\$125.00				
N 21	WBIR	10/22/14	10/22/14	M-F 11p News	11-1135p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/20/14	10/26/14	--W----				1	\$450.00				
N 22	WBIR	10/22/14	10/22/14	M-F 2-3p	2-3p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/20/14	10/26/14	--W----				1	\$100.00				
N 23	WBIR	10/22/14	10/22/14	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>				
Week:		10/20/14	10/26/14	--W----				1	\$100.00				
N 24	WBIR	10/22/14	10/22/14	Law & Order SVU	9-10p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/20/14	10/26/14	--W----				1	\$500.00				
Totals												31	\$6,885.00

(* 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> 945148 /		<u>Alt Order #</u> 07428548
<u>Contract Dates</u> 10/16/14 - 10/25/14	<u>Product</u> ALEXANDER FOR SEN	<u>Estimate #</u> C16C25
<u>Advertiser</u> Alexander, L / R / Senate		<u>Original Date / Revision</u> 10/06/14 / 10/08/14

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/13/14 - 10/19/14	11	\$2,080.00	(\$312.00)	\$1,768.00
10/20/14 - 10/26/14	20	\$4,805.00	(\$720.75)	\$4,084.25
Totals	31	\$6,885.00	(\$1,032.75)	\$5,852.25

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.