

CONTRACT



KSLA
1812 Fairfield Avenue
Shreveport, LA 71101
Sales T & C: www.gray.tv/advertising
(318) 222-1212

<u>Contract / Revision</u> 3470532 /		<u>Alt Order #</u>
<u>Advertiser</u> Elect Henry Whitehorn for Caddo Parish Sher		<u>Original Date / Revision</u> 03/20/24 / 03/20/24
<u>Contract Dates</u> 03/21/24 - 03/23/24	<u>Estimate #</u>	
<u>Product</u> 2024 - Henry Whitehorn for Caddo Parish Sheriff		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KSLA	<u>Account Executive</u> Shreveport House	<u>Sales Office</u> Shreveport Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
	<u>Order Type</u> NORMAL	
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 195631		<u>Advertiser Ref</u> 621587

And:

Elect Henry Whitehorn for Caddo Parish Sheriff
Attention: Josh K Williams
2502 Jewella Ave
Shreveport, LA 71109

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KSLA	03/21/24	03/23/24	M-F 5a News	5a-530a		:30			NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/18/24	03/24/24	---TF--	3			\$90.00				
N 2	KSLA	03/21/24	03/23/24	M-F 530a New	530a-6a		:30			NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/18/24	03/24/24	---TF--	2			\$130.00				
N 3	KSLA	03/21/24	03/23/24	M-F 6a News	6a-7a		:30			NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/18/24	03/24/24	---TF--	2			\$190.00				
N 4	KSLA	03/21/24	03/23/24	CBS This Morn	7a-9a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/18/24	03/24/24	---TF--	2			\$150.00				
N 5	KSLA	03/21/24	03/23/24	CBS This Morn	6a-8a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/18/24	03/24/24	-----S-	1			\$100.00				
N 6	KSLA	03/21/24	03/23/24	M-F 9a News	9a-930a		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/18/24	03/24/24	---TF--	1			\$110.00				
N 7	KSLA	03/21/24	03/23/24	M-F 4p News	0359p-5p		:30			NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/18/24	03/24/24	---TF--	2			\$110.00				
N 8	KSLA	03/21/24	03/23/24	M-F 5p News	5p - 530p		:30			NM	2	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/18/24	03/24/24	---TF--	2			\$230.00				
N 9	KSLA	03/21/24	03/23/24	M-F 10p News	10p - 1035p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/18/24	03/24/24	---TF--	2			\$450.00				
Totals											17	\$3,000.00

Time Period	# of Spots	Gross Amount	Net Amount
02/26/24 - 03/23/24	17	\$3,000.00	\$3,000.00
Totals	17	\$3,000.00	\$3,000.00

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

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at www.gray.tv/advertising.



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Signature: _____ **Date:** _____

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