

CONTRACT



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

<u>Contract / Revision</u> 3467729 /		<u>Alt Order #</u>
<u>Advertiser</u> Elect Henry Whitehorn for Caddo Parish Sher		<u>Original Date / Revision</u> 03/18/24 / 03/18/24
<u>Contract Dates</u> 03/19/24 - 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	03/19/24	03/23/24	M-F 5p News	5p - 530p		:30			NM	4	\$920.00
		<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	-TWTF--	4			\$230.00				
N 2	KSLA	03/19/24	03/23/24	M-F 12p News	12p - 1230p		: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	-TW----	2			\$190.00				
N 3	KSLA	03/19/24	03/20/24	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	-TW----	2			\$450.00				
N 4	KSLA	03/19/24	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 5	KSLA	03/19/24	03/23/24	M-F Late Run I	Various		: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				
N 6	KSLA	03/19/24	03/23/24	M-F 6a News	6a-7a		:30			NM	3	\$570.00
		<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	--WTF--	3			\$190.00				
Totals											14	\$3,770.00

Time Period	# of Spots	Gross Amount	Net Amount
02/26/24 - 03/23/24	14	\$3,770.00	\$3,770.00
Totals	14	\$3,770.00	\$3,770.00

Signature: _____ Date: _____

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

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