

ETHI - 2022 POLITICAL ISSUE

**(order placed
ON WTHI)**

P

CHECK #

electronic
payment



Coverage You Can Count On

ETHI-TV
800 Ohio Street
Terre Haute, IN 47807
(812) 232-9481

CONTRACT

<u>Contract / Revision</u> 5913 /		<u>Alt Order #</u>
<u>Advertiser</u> Vote Yes for Vigo County Schools Referendu		<u>Original Date / Revision</u> 03/28/22 / 03/28/22
<u>Contract Dates</u> 03/29/22 - 04/24/22	<u>Estimate #</u>	
<u>Product</u> Political Issue		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> ETHI	<u>Account Executive</u> Lauren Cole	<u>Sales Office</u> Local Terre Hau
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

RJL Solutions
PO BOX 3364
TERRE HAUTE, IN 47803

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	ETHI	03/29/22	04/24/22	M-F News 10pm	10-10:30pm		:30			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 03/28/22	04/03/22	--TWTF--				3	\$100.00			
		Week: 04/04/22	04/10/22	MTWTF--				3	\$100.00			
		Week: 04/11/22	04/17/22	-----				0	\$100.00			
		Week: 04/18/22	04/24/22	MTWTF--				4	\$100.00			
2	ETHI	03/29/22	04/10/22	News 10 on Fox	10-10:30p		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 03/28/22	04/03/22	-----S-				1	\$100.00			
		Week: 04/04/22	04/10/22	-----S-				1	\$100.00			
3	ETHI	04/04/22	04/10/22	News 10 on Fox	10-10:30p		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 04/04/22	04/10/22	-----S				1	\$100.00			
Totals											13	\$1,300.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/28/22 - 04/22/22	13	\$1,300.00	(\$195.00)	\$1,105.00
Totals	13	\$1,300.00	(\$195.00)	\$1,105.00

Signature: _____ **Date:** _____

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

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 or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



Vote Yes for Vigo county School Referredum

Book: Comscore January 2022

Proposal ID: 59547
Market: TERRE HAUTE [158]
Station: WTHI
Schedule Date: 3/22/2022 - 5/2/2022
Advertiser: Vote Yes for Vigo county School Referredum
Spot Length(s): :30
Book: Comscore January 2022
Report: Planner
Author: Michael Delaunoy

Acct. Exec: Lauren Cole
Email: lauren.cole@wthiv.com

Flight Dates: 3/22/2022-5/2/2022

Program	Spot Length	MR	MR	AP	AP	AP	MY	CS-A25-54 CS.RTG	CS-A25-54 CS.000	Wk	Rate
ETHI		22	28	4	11	18	25	2	000	s	Spots
M-F 10-10:30p NEWS 10 FOX	:30	1	2	1	--	4	--	--		4	\$100.00
GRPs/Impressions											8
SHR											
CPP/CPM											
Mo-Fr 10:00p-10:30p											
RTF Comment											
Sat 10-10:30p NEWS 10 FOX	:30	1	1	1	--	--	--	--		3	\$100.00
GRPs/Impressions											3
SHR											
CPP/CPM											
Sat 10:00p-10:30p											
RTF Comment											

General Summary (CS-A25-54 CS.RTG)

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	CPP	Net	Population
WTHI	48	\$8,900.00	558.4	344.6	94.1	5.9	\$15.94	58,131	61,768
ETHI	11	\$1,100.00	44.7	27.6	24.4	1.8	\$24.61	15,062	61,768
TERRE HAUTE	59	\$10,000.00	603.1	372.2	95.5	6.3	\$16.58	59,018	61,768
Multi-Market Summary (CS-A25-54 CS.RTG)									
Description	Spots	%	Cost	%	GRPs	%	Impressions (000)	CPP	Population
TERRE HAUTE	59	100%	\$10,000.00	100%	603.1	100%	372.2	\$16.58	61,768