



WLBT
Send all correspondence to:
715 South Jefferson Street
Jackson, MS 39201
Sales T & C: www.gray.tv/advertising
(601) 948-3333

CONTRACT

<u>Contract / Revision</u> 3524667 /		<u>Alt Order #</u> WOC14627752
<u>Advertiser</u> American Cancer Society Cancer Action Netw		<u>Original Date / Revision</u> 04/19/24 / 04/19/24
<u>Contract Dates</u> 04/22/24 - 04/28/24	<u>Estimate #</u> 3726	
<u>Product</u> Issue		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WLBT	<u>Account Executive</u> Elizabeth Crain	<u>Sales Office</u> Gray National - I
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 39.70
<u>Agy Code</u> 9915247	<u>Advertiser Code</u> 398	<u>Product 1/2</u> 385
<u>Agency Ref</u> 157991	<u>Advertiser Ref</u> 607574	

And:

Hulsen Media Services
2400 Laramie Trail
Austin, TX 78745

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WLBT	04/22/24	04/25/24	NBC Today Show	7:00 AM-9:00 AM		:30				NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/22/24	04/28/24	-111---				3	\$250.00	3.10			
N 2	WLBT	04/22/24	04/25/24	M-F 6p News	6:00 PM-6:30 PM		:30				NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/22/24	04/28/24	11-1---				3	\$450.00	7.00			
N 3	WLBT	04/22/24	04/25/24	M-F 10p Late News	10:00 PM-10:35 PM		:30				NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/22/24	04/28/24	1--1---				2	\$475.00	4.70			
Totals											39.70	8	\$3,050.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/01/24 - 04/25/24	8	\$3,050.00	(\$457.50)	\$2,592.50
Totals	8	\$3,050.00	(\$457.50)	\$2,592.50

Signature: _____ Date: _____

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

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