



**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> 3524679 /		<u>Alt Order #</u> WOC14627758
<u>Advertiser</u> American Cancer Society Cancer Action Netw		<u>Original Date / Revision</u> 04/19/24 / 04/19/24
<u>Contract Dates</u> 05/06/24 - 05/12/24	<u>Estimate #</u> 3732	
<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	05/06/24	05/09/24	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:		05/06/24	05/12/24	-111---				3	\$250.00	3.10			
N 2	WLBT	05/06/24	05/09/24	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:		05/06/24	05/12/24	11-1---				3	\$450.00	7.00			
N 3	WLBT	05/06/24	05/09/24	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:		05/06/24	05/12/24	1--1---				2	\$475.00	4.70			
<b>Totals</b>											39.70	8	\$3,050.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/24 - 05/09/24	8	\$3,050.00	(\$457.50)	\$2,592.50
<b>Totals</b>	8	\$3,050.00	(\$457.50)	\$2,592.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* 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.