



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> 3502786 /		<u>Alt Order #</u> WOC14606091
<u>Advertiser</u> American Cancer Society Cancer Action Netw		<u>Original Date / Revision</u> 04/01/24 / 04/01/24
<u>Contract Dates</u> 04/01/24 - 04/07/24	<u>Estimate #</u> 3710	
<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> 30.00
<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	04/01/24	04/05/24	M-F 630a News	6:30 AM-7:00 AM		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/01/24	04/07/24	-- 1- 1--				2	\$400.00	4.90			
N 2	WLBT	04/01/24	04/03/24	M-F 12-1p News	12:00 PM-1:00 PM		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/01/24	04/07/24	-- 1- - - -				1	\$200.00	3.60			
N 3	WLBT	04/01/24	04/04/24	M-F 6p News	6:00 PM-6:30 PM		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/01/24	04/07/24	- 1- 1- - -				2	\$450.00	8.30			
N 4	WLBT	04/04/24	04/04/24	M-F 630a News	M-F 630-7a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/01/24	04/07/24	- - - T- - -				1	\$400.00	0.00			
N 5	WLBT	04/03/24	04/03/24	M-F 630-7p	630-7p		:30				NM	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:		04/01/24	04/07/24	- - W- - - -				1	\$350.00	0.00			
N 6	WLBT	04/05/24	04/05/24	M-F 6p News	M-F 6-630p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/01/24	04/07/24	- - - - F- -				1	\$450.00	0.00			
N 7	WLBT	04/03/24	04/03/24	M-F 10p Late News	M-F 10-1035p		:30				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		04/01/24	04/07/24	- - W- - - -				1	\$475.00	0.00			
Totals											30.00	9	\$3,575.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/01/24 - 04/05/24	9	\$3,575.00	(\$536.25)	\$3,038.75
Totals	9	\$3,575.00	(\$536.25)	\$3,038.75

Signature: _____ **Date:** _____

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

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