

# CONTRACT



**WDBD Fox40**  
**715 South Jefferson Street**  
**Jackson, MS 39201**  
**(601) 948-3333**

<u>Contract / Revision</u> 1601916 /		<u>Alt Order #</u> 25332027
<u>Product</u> Empower Mississippi		
<u>Contract Dates</u> 10/26/16 - 11/01/16		<u>Estimate #</u> 8347
<u>Advertiser</u> ISS/Empower Mississippi		<u>Original Date / Revision</u> 10/18/16 / 10/21/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WDBD	<u>Account Executive</u> Washington DC Miller	<u>Sales Office</u> Millennium-Was
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agy Code</u>	<u>Advertiser Code</u> 538	<u>Product 1/2</u> 998
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**National Media Research Planning Placement**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WDBD	10/26/16	10/26/16	M-F 9-10A	9:00 AM-10:00 AM		:30				NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$70.00				
N 2	WDBD	10/27/16	10/27/16	M-F 9-10A	9:00 AM-10:00 AM		:30				NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$70.00				
N 3	WDBD	10/28/16	10/28/16	M-F 9-10A	9:00 AM-10:00 AM		:30				NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$70.00				
N 4	WDBD	10/31/16	10/31/16	M-F 9-10A	9:00 AM-10:00 AM		:30				NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	M-----				1	\$70.00				
N 5	WDBD	11/01/16	11/01/16	M-F 9-10A	9:00 AM-10:00 AM		:30				NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-T-----				1	\$70.00				
N 6	WDBD	10/26/16	10/26/16	M-F 5-530P	5:00 PM-5:30 PM		:30				NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$55.00				
N 7	WDBD	10/27/16	10/27/16	M-F 5-530P	5:00 PM-5:30 PM		:30				NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$55.00				
N 8	WDBD	10/28/16	10/28/16	M-F 5-530P	5:00 PM-5:30 PM		:30				NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$55.00				
N 9	WDBD	10/31/16	10/31/16	M-F 5-530P	5:00 PM-5:30 PM		:30				NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	M-----				1	\$55.00				
N 10	WDBD	11/01/16	11/01/16	M-F 5-530P	5:00 PM-5:30 PM		:30				NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-T-----				1	\$55.00				

(\* 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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

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<u>Contract Dates</u> 10/26/16 - 11/01/16		<u>Product</u> Empower Mississippi
		<u>Estimate #</u> 8347
<u>Advertiser</u> ISS/Empower Mississippi		<u>Original Date / Revision</u> 10/18/16 / 10/21/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
N 11	WDBD	10/26/16	10/26/16	M-F 11A-12P	11:00 AM-12:00 PM		:30				NM	1	\$45.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	--W----				1	\$45.00					
N 12	WDBD	10/27/16	10/27/16	M-F 11A-12P	11:00 AM-12:00 PM		:30				NM	1	\$45.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	---T---				1	\$45.00					
N 13	WDBD	10/28/16	10/28/16	M-F 11A-12P	11:00 AM-12:00 PM		:30				NM	1	\$45.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	----F--				1	\$45.00					
N 14	WDBD	10/31/16	10/31/16	M-F 11A-12P	11:00 AM-12:00 PM		:30				NM	1	\$45.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	M-----				1	\$45.00					
N 15	WDBD	11/01/16	11/01/16	M-F 11A-12P	11:00 AM-12:00 PM		:30				NM	1	\$45.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-T-----				1	\$45.00					
N 16	WDBD	10/26/16	10/26/16	M-F 1-2P	1:00 PM-2:00 PM		:30				NM	1	\$65.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	--W----				1	\$65.00					
N 17	WDBD	10/27/16	10/27/16	M-F 1-2P	1:00 PM-2:00 PM		:30				NM	1	\$65.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	---T---				1	\$65.00					
N 18	WDBD	10/28/16	10/28/16	M-F 1-2P	1:00 PM-2:00 PM		:30				NM	1	\$65.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	----F--				1	\$65.00					
N 19	WDBD	10/31/16	10/31/16	M-F 1-2P	1:00 PM-2:00 PM		:30				NM	1	\$65.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	M-----				1	\$65.00					
N 20	WDBD	11/01/16	11/01/16	M-F 1-2P	1:00 PM-2:00 PM		:30				NM	1	\$65.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-T-----				1	\$65.00					
N 21	WDBD	10/27/16	10/27/16	M-F 2-3P	2:00 PM-3:00 PM		:30				NM	1	\$45.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/24/16	10/30/16	---T---				1	\$45.00					
<b>Totals</b>												0.00	21	\$1,220.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	13	\$750.00	(\$112.50)	\$637.50
10/31/16 - 11/01/16	8	\$470.00	(\$70.50)	\$399.50
<b>Totals</b>	21	\$1,220.00	(\$183.00)	\$1,037.00

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

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