

# CONTRACT



**WBRC**  
 1720 Valley View Drive  
 Birmingham, AL 35209  
 Sales T & C: [www.gray.tv/advertising](http://www.gray.tv/advertising)  
 (205) 322-6666

<u>Contract / Revision</u> 3511025 /		<u>Alt Order #</u>
<u>Advertiser</u> Yashiba Blanchard for Judge		<u>Original Date / Revision</u> 04/05/24 / 04/09/24
<u>Contract Dates</u> 04/07/24 - 04/15/24	<u>Estimate #</u>	
<u>Product</u> April 2024 political		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> WBRC	<u>Account Executive</u> Birmingham House	<u>Sales Office</u> Birmingham Loc
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Order Type</u> NORMAL		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 201787	<u>Advertiser Ref</u> 629413	

And:

First Impressions Marketing LLC  
 120 19th Street N  
 Suite 256  
 Birmingham, AL 35203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WBRC	04/07/24	04/07/24	10:00 PM-10:30 PM	10:00 PM-10:30 PM		:30			NM	4	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/01/24	04/07/24	-----S	2			\$250.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WBRC	04/01/24-04/07/24	10:00 PM-10:30 PM	10:00 PM-10:30 PM	PI-----Su	:30		<del>\$250.00</del>	NM		
				See MG 1.3,1.4,1.5,1.6								
	2	WBRC	04/01/24-04/07/24	10:00 PM-10:30 PM	10:00 PM-10:30 PM	PI-----Su	:30		\$250.00	NM		
				See MG 1.3,1.4,1.5,1.6								
	3	WBRC	04/09/24-04/09/24	6:00 AM-7:00 AM	6:00 AM-7:00 AM	-Tu-----	:30		\$250.00	NM		
				MG for 2.2,2.1,1.1,1.2								
	4	WBRC	04/10/24-04/10/24	6:00 AM-7:00 AM	6:00 AM-7:00 AM	---W-----	:30		\$250.00	NM		
				MG for 2.2,2.1,1.1,1.2								
	5	WBRC	04/09/24-04/09/24	10:00 PM-10:35 PM	10:00 PM-10:35 PM	PI-Tu-----	:30		\$325.00	NM		
				MG for 2.2,2.1,1.1,1.2								
	6	WBRC	04/11/24-04/11/24	10:00 PM-10:35 PM	10:00 PM-10:35 PM	PI----Th-----	:30		\$325.00	NM		
				MG for 2.2,2.1,1.1,1.2								
N 2	WBRC	04/08/24	04/08/24	10:00 PM-10:35 PM	10:00 PM-10:35 PM		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/08/24	04/14/24	M-----	2			\$325.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WBRC	04/08/24-04/14/24	10:00 PM-10:35 PM	10:00 PM-10:35 PM	PI-----	:30		<del>\$325.00</del>	NM		
				See MG 1.3,1.4,1.5,1.6								
	2	WBRC	04/08/24-04/14/24	10:00 PM-10:35 PM	10:00 PM-10:35 PM	PI-----	:30		\$325.00	NM		
				See MG 1.3,1.4,1.5,1.6								
N 3	WBRC	04/14/24	04/14/24	10:00 PM-10:30 PM	10:00 PM-10:30 PM		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/08/24	04/14/24	-----S	2			\$250.00				
N 4	WBRC	04/15/24	04/15/24	6:00 AM-7:00 AM	6:00 AM-7:00 AM		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/15/24	04/21/24	M-----	1			\$250.00				
N 5	WBRC	04/15/24	04/15/24	10:00 PM-10:35 PM	10:00 PM-10:35 PM		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/15/24	04/21/24	M-----	2			\$250.00				

Totals 9 \$2,400.00

(\* 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](http://www.gray.tv/advertising).



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Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/01/24 - 04/15/24	9	\$2,400.00	(\$360.00)	\$2,040.00
<b>Totals</b>	9	\$2,400.00	(\$360.00)	\$2,040.00

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

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