

## CONTRACT



**WREG-TV**  
**803 Channel 3 Drive**  
**Memphis, TN 38103**  
**(901) 543-2333**

And:

**Caissa Public Strategy**  
**5050 Poplar Ave**  
**Suite 920**  
**Memphis, TN 38157**

<u>Contract / Revision</u> 914867 /		<u>Alt Order #</u>
<u>Advertiser</u> <b>Coalition for Safer Neighborhoods</b>		<u>Original Date / Revision</u> 09/26/19 / 09/27/19
<u>Contract Dates</u> <b>09/27/19 - 10/04/19</b>	<u>Estimate #</u>	
<u>Product</u> <b>Coalition for Safer Neighborhoods</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WREG-TV</b>	<u>Account Executive</u> Local WREG House	<u>Sales Office</u> Local House
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	METR	09/27/19	09/27/19	M-F 6a-7a	6a-7a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/23/19	09/29/19	----F--	2			\$350.00				
N 2	METR	09/30/19	10/03/19	M-F 6a-7a	6a-7a		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/30/19	10/06/19	MTWT---	4			\$350.00				
N 3	METR	09/27/19	09/27/19	M-F 9a-10a	9a-10a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/23/19	09/29/19	----F--	1			\$225.00				
N 4	METR	09/30/19	10/04/19	M-F 9a-10a	9a-10a		:30			NM	7	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/30/19	10/06/19	2221---	7			\$225.00				
N 5	METR	09/27/19	09/27/19	M-F 12p-1230p	12p-1230p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/23/19	09/29/19	----F--	1			\$300.00				
N 6	METR	09/30/19	10/02/19	M-F 12p-1230p	12p-1230p		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/30/19	10/06/19	MTW----	3			\$300.00				
N 7	METR	09/27/19	09/27/19	M-F 5p-530p	5p-530p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/23/19	09/29/19	----F--	1			\$375.00				
N 8	METR	09/30/19	10/02/19	M-F 5p-530p	5p-530p		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/30/19	10/06/19	MTW----	3			\$375.00				
N 9	METR	09/27/19	09/27/19	M-F 6p-630p	6p-630p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/23/19	09/29/19	----F--	1			\$450.00				
N 10	METR	09/30/19	10/02/19	M-F 6p-630p	6p-630p		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/30/19	10/06/19	MTW----	3			\$450.00				
N 11	METR	09/28/19	09/28/19	Sa 6a-9a	6a-9a		:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		09/23/19	09/29/19	-----S-	6			\$200.00				

(\* 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 contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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<u>Contract Dates</u> <b>09/27/19 - 10/04/19</b>	<u>Product</u> Coalition for Safer Neigh	<u>Estimate #</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
N 12	METRC	09/29/19	09/29/19	Su 6a-8a	6a-8a		:30			NM	4	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/23/19	09/29/19	-----S				4	\$200.00				
N 13	METRC	09/29/19	09/29/19	Su 10p-1035p	10p-1035p		:30			NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/23/19	09/29/19	-----S				1	\$500.00				
	<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	METRC	09/23/19-09/29/19	Su 10p-1035p	10p-1035p	-----Su	:30		<del>\$500.00</del>	NM			
	See MG 13.2												
	2	METRC	09/29/19-09/29/19	Late Run News	10:30 PM-11:05 PM	-----Su	:30		\$500.00	NM			
	Ⓜ MG for 13.1 09/29												
	Late Run-Sports Overrun												
Totals												37	\$10,900.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/26/19 - 09/29/19	17	\$4,550.00	(\$682.50)	\$3,867.50
09/30/19 - 10/03/19	20	\$6,350.00	(\$952.50)	\$5,397.50
<b>Totals</b>	37	\$10,900.00	(\$1,635.00)	\$9,265.00

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

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