

# CONTRACT



**WDBD**  
**715 South Jefferson Street**  
**Jackson, MS 39201**  
**Sales T&C: <http://bit.ly/2FYavgw>**  
**(601) 948-3333**

<u>Contract / Revision</u> 1357743 /		<u>Alt Order #</u> WOC12220289
<u>Advertiser</u> <b>Tate Reeves for Governor</b>		<u>Original Date / Revision</u> 09/27/19 / 10/01/19
<u>Contract Dates</u> <b>10/01/19 - 10/07/19</b>	<u>Estimate #</u> <b>11317</b>	
<u>Product</u> <b>TRFG</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WDBD</b>	<u>Account Executive</u> Anna Lyon	<u>Sales Office</u> Jackson 2 Natio
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 66.24
<u>Agy Code</u> 9914860	<u>Advertiser Code</u> 702	<u>Product 1/2</u> 1334
<u>Agency Ref</u> 6930	<u>Advertiser Ref</u> 165185	

And:

**American Media and Advocacy Grp**  
**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	10/01/19	10/07/19	M-F 7a-9a News	7:00 AM-9:00 AM		:30				NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/01/19	10/07/19	11111--	5			\$20.00	1.08				
N 2	WDBD	10/01/19	10/06/19	9a-10a FOX News Sunday	9:00 AM-10:00 AM		:30				NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/30/19	10/06/19	-----1	1			\$15.00	0.39				
N 3	WDBD	10/01/19	10/07/19	M-F 530p News	5:30 PM-6:00 PM		:30				NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/01/19	10/07/19	11111--	5			\$25.00	0.63				
N 4	WDBD	10/01/19	10/07/19	BIG BANG THEORY	6:00 PM-7:00 PM		:30				NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/01/19	10/07/19	11111--	5			\$40.00	0.58				
N 5	WDBD	10/01/19	10/07/19	M-F 9p Late News	9:00 PM-10:00 PM		:30				NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/01/19	10/07/19	11111--	5			\$90.00	2.47				
	<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>Rtg</u>	<u>Type</u>		
	3	WDBD	10/01/19-10/07/19	M-F 9p Late News	9:00 PM-10:00 PM	M-TuWThF----	:30		<del>\$90.00</del>	2.47	NM		
	See MG 5.6												
	6	WDBD	10/02/19-10/02/19	M-F 9p Late News	9:00 PM-10:00 PM	---W-----	:30		\$90.00	2.47	NM		
	Ⓜ MG for 5.3 10/03												
N 6	WDBD	10/01/19	10/05/19	Sa Late News	9:00 PM-9:30 PM		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/30/19	10/06/19	-----1-	1			\$60.00	2.16				
N 7	WDBD	10/01/19	10/06/19	Su Late News	9:00 PM-9:30 PM		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/30/19	10/06/19	-----1	1			\$100.00	2.99				
N 8	WDBD	10/01/19	10/06/19	TAMPA BAY @ NO SAINTS	Various		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/30/19	10/06/19	-----S	1			\$2,500.00	14.00				
N 9	WDBD	10/01/19	10/06/19	PACKERS @ COWBOYS	3:25 PM-6:30 PM		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		09/30/19	10/06/19	-----1	1			\$1,800.00	14.90				
N 10	WDBD	10/01/19	10/06/19	FOX OT	6:30 PM-7:00 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				

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

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/30/19	10/06/19	-----1				1	\$700.00	8.00			
Totals											66.24	26	\$6,050.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/30/19 - 10/07/19	26	\$6,050.00	(\$907.50)	\$5,142.50
<b>Totals</b>	26	\$6,050.00	(\$907.50)	\$5,142.50

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

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