

CONTRACT



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

| | | |
|--|---------------------------------------|--|
| <u>Contract / Revision</u> 1387609 / | | <u>Alt Order #</u> WOC12245912 |
| <u>Advertiser</u> Tate Reeves for Governor | | <u>Original Date / Revision</u> 10/29/19 / 11/01/19 |
| <u>Contract Dates</u> 10/30/19 - 11/05/19 | <u>Estimate #</u> 11401 | |
| <u>Product</u> TRFG | | |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Property</u> WDBD | <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> 17.41 |
| <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 | 10/30/19 | 11/05/19 | M-F 7a-9a Nev | 7:00 AM-9:00 AM | | :30 | | | | NM | 4 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/30/19 | 11/05/19 | 11-11-- | | | | 4 | \$20.00 | 1.08 | | | |
| N 2 | WDBD | 10/30/19 | 11/03/19 | 9a-10a FOX N | 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: | | 10/28/19 | 11/03/19 | -----1 | | | | 1 | \$15.00 | 0.39 | | | |
| N 3 | WDBD | 10/30/19 | 11/04/19 | PRODIGAL SC | 8:00 PM-9:00 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: | | 10/30/19 | 11/05/19 | 1----- | | | | 1 | \$200.00 | 3.20 | | | |
| N 4 | WDBD | 10/30/19 | 10/30/19 | FOX MLB Wor | 7:00 PM-10:00 PM | | :30 | | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/28/19 | 11/03/19 | --1---- | | | | 1 | \$500.00 | 7.60 | | | |
| N 5 | WDBD | 10/30/19 | 11/02/19 | FOXCollege Ft | 3:00 PM-6:30 PM | | :30 | | | | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/28/19 | 11/03/19 | -----1- | | | | 1 | \$75.00 | 1.00 | | | |
| N 6 | WDBD | 10/30/19 | 11/02/19 | FOX MLB Prim | 6:30 PM-7:00 PM | | :30 | | | | NM | 1 | \$30.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 10/28/19 | 11/03/19 | -----1- | | | | 1 | \$30.00 | 0.90 | | | |
| | <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> | | |
| | 1 | WDBD | 10/28/19-11/03/19 | FOX MLB Prime Pre Game | 6:30 PM-7:00 PM | -----Sa-- | :30 | | \$30.00 | 0.90 | NM | | |
| | | | | See MG 6.2 | | | | | | | | | |
| | 2 | WDBD | 10/31/19-10/31/19 | M-F 7a-9a News | 7-9A | ----Th---- | :30 | | \$30.00 | 0.90 | NM | | |
| | | | | MG for 6.1 11/02 | | | | | | | | | |
| Totals | | | | | | | | | | | 17.41 | 9 | \$900.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------|--------------|------------|
| 10/28/19 - 11/05/19 | 9 | \$900.00 | (\$135.00) | \$765.00 |
| Totals | 9 | \$900.00 | (\$135.00) | \$765.00 |

Signature: _____ Date: _____

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

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