CONTRACT

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

Contract / Revision	Alt Order #
1304217 /	WOC12144089

Advertiser	Original Date / Revision
Tate Reeves for Governor	08/19/19 / 08/21/19

Contract Dates	Estimate #
08/20/19 - 08/26/19	**11207**

Product
TRFG

And:

American Media and Advocacy Grp
815 Slaters Lane
Alexandria, VA 22314

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Property	**Account Executive**	**Sales Office**
WDBD	Anna Lyon	Jackson 2 Natio

Special Handling

Demographic
Adults 35+

	Order Type	Total Ratings
	NORMAL	35.19
Agy Code	**Advertiser Code**	**Product 1/2**
9914860	702	1334

Agency Ref	Advertiser Ref
6930	165185

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WDBD	08/20/19	08/26/19	M-F 7a-9a News	7:00 AM-9:00 AM		:30				NM	5	$150.00
Week:		Start Date 08/20/19	End Date 08/26/19	Weekdays 11111--	Spots/Week 5		Rate $30.00	Rating 1.09					
N 2	WDBD	08/20/19	08/25/19	9a-10a FOX News Sunday	9:00 AM-10:00 AM		:30				NM	1	$40.00
Week:		Start Date 08/19/19	End Date 08/25/19	Weekdays ------1	Spots/Week 1		Rate $40.00	Rating 0.60					
N 3	WDBD	08/20/19	08/26/19	JUDGE MATHIS	3:00 PM-4:00 PM		:30				NM	3	$135.00
Week:		Start Date 08/20/19	End Date 08/26/19	Weekdays 1-1-1--	Spots/Week 3		Rate $45.00	Rating 0.84					
N 4	WDBD	08/20/19	08/26/19	M-F 530p News	5:30 PM-6:00 PM		:30				NM	5	$200.00
Week:		Start Date 08/20/19	End Date 08/26/19	Weekdays 11111--	Spots/Week 5		Rate $40.00	Rating 0.63					
N 5	WDBD	08/20/19	08/26/19	SYTYCD	7:02 PM-9:00 PM		:30				NM	1	$285.00
Week:		Start Date 08/20/19	End Date 08/26/19	Weekdays 1------	Spots/Week 1		Rate $285.00	Rating 1.50					
N 6	WDBD	08/20/19	08/20/19	911	8:00 PM-9:00 PM		:30				NM	1	$225.00
Week:		Start Date 08/19/19	End Date 08/25/19	Weekdays -1-----	Spots/Week 1		Rate $225.00	Rating 1.36					
N 7	WDBD	08/20/19	08/21/19	MASTERCHEF	7:00 PM-8:00 PM		:30				NM	1	$450.00
Week:		Start Date 08/19/19	End Date 08/25/19	Weekdays --1----	Spots/Week 1		Rate $450.00	Rating 1.80					
N 8	WDBD	08/20/19	08/22/19	MASTERCHEF	7:00 PM-8:00 PM		:30				NM	1	$225.00
Week:		Start Date 08/19/19	End Date 08/25/19	Weekdays ---1---	Spots/Week 1		Rate $225.00	Rating 1.60					
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Rtg	Type		
1	*WDBD*	*08/19/19-08/25/19*		*MASTERCHEF*	*7:00 PM-8:00 PM*	----Th-----	*:30*		*~~$225.00~~*	1.60	*NM*		
	See MG 8.2												
2	WDBD	08/22/19-08/22/19		JAGUARS @ DOLPHINS	7:00 PM-10:00 PM	----Th-----	:30		$225.00	1.60	NM		
(M)	MG for 8.1 08/22												
N 9	WDBD	08/20/19	08/26/19	M-F 9p Late News	9:00 PM-10:00 PM		:30				NM	5	$1,125.00
Week:		Start Date 08/20/19	End Date 08/26/19	Weekdays 11111--	Spots/Week 5		Rate $225.00	Rating 2.64					
N 10	WDBD	08/20/19	08/24/19	Sa Late News	9:00 PM-9:30 PM		:30				NM	1	$90.00

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

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
Week:		Start Date 08/19/19	End Date 08/25/19	Weekdays - - - - - 1 -	Spots/Week 1	Rate $90.00	Rating 1.50						
N	11	WDBD 08/20/19	08/25/19	Su Late News	9:00 PM-9:30 PM		:30				NM	1	$150.00
Week:		Start Date 08/19/19	End Date 08/25/19	Weekdays - - - - - - 1	Spots/Week 1	Rate $150.00	Rating 2.51						
						Totals			35.19			25	$3,075.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/29/19 - 08/25/19	20	$2,450.00	($367.50)	$2,082.50
08/26/19 - 08/26/19	5	$625.00	($93.75)	$531.25
Totals	25	$3,075.00	($461.25)	$2,613.75

Signature: _____ **Date:** _____

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