



WSIL-TV
1416 Country Aire Drive
Carterville, IL 62918
(618) 985-2333

CONTRACT

<u>Contract / Revision</u> 72584 /		<u>Alt Order #</u> 28359701
<u>Advertiser</u> Bailey for Congress		<u>Original Date / Revision</u> 03/01/24 / 03/01/24
<u>Contract Dates</u> 03/06/24 - 03/12/24	<u>Estimate #</u> 2488	
<u>Product</u> TV		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WSIL	<u>Account Executive</u> Katz Washington DC	<u>Sales Office</u> Katz Washington
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u> 484	<u>Product 1/2</u> 582
<u>Agency Ref</u> 2430	<u>Advertiser Ref</u> 10102	

And:

National Ad Placement
PO BOX 191271
DALLAS, TX 75219

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WSIL	03/06/24	03/12/24	Local News 5a	5:00 AM-6:00 AM		:30			NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/06/24	03/12/24	MTWTF--				5	\$40.00			
2	WSIL	03/06/24	03/12/24	Local News 6a	6:00 AM-7:00 AM		:30			NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/06/24	03/12/24	MTWTF--				5	\$110.00			
3	WSIL	03/06/24	03/12/24	Good Morning America	7:00 AM-9:00 AM		:30			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/06/24	03/12/24	MTWTF--				10	\$100.00			
4	WSIL	03/06/24	03/12/24	FYSA	9:00 AM-10:00 AM		:30			NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/06/24	03/12/24	MTWTF--				5	\$50.00			
5	WSIL	03/06/24	03/12/24	THE VIEW	10:00 AM-11:00 AM		:30			NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/06/24	03/12/24	MTWTF--				5	\$70.00			
6	WSIL	03/06/24	03/12/24	M-F 11a News	11:00 AM-11:30 AM		:30			NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/06/24	03/12/24	MTWTF--				5	\$40.00			
7	WSIL	03/06/24	03/12/24	DREW BARRYMORE	11:30 AM-12:00 PM		:30			NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/06/24	03/12/24	MTWTF--				5	\$30.00			
8	WSIL	03/06/24	03/12/24	GMA3	12:00 PM-1:00 PM		:30			NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/06/24	03/12/24	MTWTF--				5	\$50.00			
9	WSIL	03/06/24	03/12/24	General Hospital	1:00 PM-2:00 PM		:30			NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/06/24	03/12/24	MTWTF--				5	\$60.00			
10	WSIL	03/06/24	03/12/24	TAMRON HALL	3:00 PM-4:00 PM		:30			NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/06/24	03/12/24	MTWTF--				5	\$30.00			
11	WSIL	03/06/24	03/12/24	News at 4p M-F	4:00 PM-5:00 PM		:30			NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/06/24	03/12/24	MTWTF--				5	\$90.00			
12	WSIL	03/06/24	03/12/24	Local News 5p	5:00 PM-5:30 PM		:30			NM	5	\$750.00

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

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<u>Advertiser</u> Bailey for Congress		<u>Original Date / Revision</u> 03/01/24 / 03/01/24
<u>Contract Dates</u> 03/06/24 - 03/12/24	<u>Product</u> TV	<u>Estimate #</u> 2488

*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>			
Week:		03/06/24	03/12/24	MTWTF--				5	\$150.00			
13	WSIL	03/06/24	03/12/24	ABC World News M-F	5:30 PM-6:00 PM		:30			NM	4	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/06/24	03/12/24	MTWTF--				4	\$1,950.00			
14	WSIL	03/06/24	03/12/24	Local News 6p	6:00 PM-6:30 PM		:30			NM	5	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/06/24	03/12/24	MTWTF--				5	\$130.00			
15	WSIL	03/06/24	03/12/24	Local News 630p	6:30 PM-7:00 PM		:30			NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/06/24	03/12/24	MTWTF--				5	\$90.00			
16	WSIL	03/06/24	03/12/24	Local News 10p	10:00 PM-10:35 PM		:30			NM	5	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/06/24	03/12/24	MTWTF--				5	\$180.00			
17	WSIL	03/06/24	03/12/24	Jimmy Kimmel	10:35 PM-11:37 PM		:30			NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/06/24	03/12/24	MTWTF--				5	\$70.00			
18	WSIL	03/06/24	03/12/24	ABC News Nightline	11:37 PM-12:06 AM		:30			NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/06/24	03/12/24	MTWTF--				5	\$20.00			
19	WSIL	03/09/24	03/09/24	This Morning Sat	6:00 AM-7:00 AM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/04/24	03/10/24	-----S-				1	\$50.00			
20	WSIL	03/09/24	03/09/24	GMA Saturday	7:00 AM-9:00 AM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/04/24	03/10/24	-----S-				1	\$50.00			
21	WSIL	03/09/24	03/09/24	Local News Sa Early	5:00 PM-5:30 PM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/04/24	03/10/24	-----S-				1	\$30.00			
22	WSIL	03/09/24	03/09/24	ABC World News Sat	5:30 PM-6:00 PM		:30			NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/04/24	03/10/24	-----S-				1	\$1,350.00			
23	WSIL	03/09/24	03/09/24	FYSA	6:00 PM-6:30 PM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/04/24	03/10/24	-----S-				1	\$20.00			
N 24	WSIL	03/09/24	03/09/24	FYSA	6:30 PM-7:00 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:		03/04/24	03/10/24	-----S-				1	\$30.00			
		<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	WSIL	03/04/24-03/10/24	FYSA	6:30 PM-7:00 PM	-----Sa--	:30	\$30.00	NM		
Credited												
25	WSIL	03/09/24	03/09/24	Local News Saturday	10:00 PM-10:35 PM		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/04/24	03/10/24	-----S-				1	\$70.00			
26	WSIL	03/10/24	03/10/24	GMA Sunday	7:00 AM-8:00 AM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/04/24	03/10/24	-----S				1	\$50.00			
27	WSIL	03/10/24	03/10/24	This Week	8:00 AM-9:00 AM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/04/24	03/10/24	-----S				1	\$50.00			
D 28	WSIL	03/10/24	03/10/24	FAST HOME	4:00 PM-5:00 PM		:30			NM	0	\$0.00

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29	WSIL	03/10/24	03/10/24	Local News Su	5:00 PM-5:30 PM		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/04/24	03/10/24	-----S				1	\$60.00			
30	WSIL	03/10/24	03/10/24	Local News Sunday	10:00 PM-10:30 PM		:30			NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/04/24	03/10/24	-----S				1	\$160.00			
31	WSIL	03/10/24	03/10/24	FAST HOME	10:35 PM-11:35 PM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/04/24	03/10/24	-----S				1	\$20.00			
32	WSIL	03/12/24	03/12/24	THE GOOD DOCTOR	9:00 PM-10:00 PM		:30			NM	1	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/11/24	03/17/24	-T-----				1	\$260.00			
N 33	WSIL	03/09/24	03/09/24	Local News Sa M2.K33	5:00 PM-5:30 PM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/04/24	03/10/24	-----S-				1	\$30.00			
Totals											107	\$17,050.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/26/24 - 03/12/24	107	\$17,050.00	(\$2,557.50)	\$14,492.50
Totals	107	\$17,050.00	(\$2,557.50)	\$14,492.50

Signature: _____ Date: _____

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