

# CONTRACT



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

[www.wsiltv.com](http://www.wsiltv.com)

And:

**Screen Strategies Media**  
**11150 Fairfax Blvd**  
**Suite 505**  
**Fairfax, VA 22030**

<u>Contract / Revision</u> 10126 / 1		<u>Alt Order #</u>
<u>Product</u> McCaskill for Senate		
<u>Contract Dates</u> 10/22/18 - 10/28/18	<u>Estimate #</u> 3691	
<u>Advertiser</u> McCaskill for Senate		<u>Original Date / Revision</u> 07/18/18 / 10/19/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WSIL-TV	<u>Account Executive</u> David Cisco	<u>Sales Office</u> Local Political
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</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
1	3	10/22/18	10/26/18	Good Morning America	7a-9a		:30			NM	7	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	21121--				7	\$160.00			
2	3	10/27/18	10/27/18	GMA Saturday	7a-8a		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-----1-				1	\$75.00			
3	3	10/28/18	10/28/18	GMA Sunday	7a-8a		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-----1				1	\$65.00			
4	3	10/23/18	10/23/18	M-F 9a-10a	9a-10a		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-1-----				1	\$30.00			
5	3	10/26/18	10/26/18	M-F 10a-11a	10a-11a		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	----1--				1	\$60.00			
6	3	10/25/18	10/25/18	M-F 12p-1p	12p-1p		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	---1---				1	\$20.00			
7	3	10/24/18	10/24/18	M-F 3p-4p	3p-4p		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	--1----				1	\$20.00			
8	3	10/22/18	10/26/18	M-F 4p-5p	4p-5p		:30			NM	3	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	11--1--				3	\$45.00			
9	3	10/22/18	10/26/18	ABC World News Tonight	5:28 PM-5:30 PM		:30			NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	11111--				5	\$1,800.00			
	<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	3	10/22/18-10/28/18	ABC World News Tonight	5:28 PM-5:30 PM	MTuWThF---	:30		<del>\$600.00</del>	NM		
	Credited											
10	3	10/28/18	10/28/18	ABC World News Tonight Su	5:30p-6p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-----1				1	\$350.00			
11	3	10/27/18	10/27/18	Sa 6:30-7P	6:30-7P		:30			NM	1	\$30.00

(\* 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. Two week advance cancellation notice is required unless otherwise specified.



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<u>Contract / Revision</u> 10126 / 1		<u>Alt Order #</u>
<u>Contract Dates</u> <b>10/22/18 - 10/28/18</b>	<u>Product</u> McCaskill for Senate	<u>Estimate #</u> <b>3691</b>
<u>Advertiser</u> <b>McCaskill for Senate</b>		<u>Original Date / Revision</u> 07/18/18 / 10/19/18

*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:		10/22/18	10/28/18	-----1-				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	3	10/22/18-10/28/18	Sa 6:30-7P	6:30-7P	-----Sa--	:30	<del>\$30.00</del>	NM		
		See MG 11.2										
		2	3	10/22/18-10/22/18	M-F 9a-10a	9a-10a	M-----	:30	\$30.00	NM		
		Ⓜ MG for 11.1 10/27										
12	3	10/22/18	10/22/18	Dancing w/Stars	7:00 PM-9:00 PM		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	1-----				1	\$675.00			
13	3	10/22/18	10/22/18	Monday Prime Hr 3	9-10P		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	1-----				1	\$850.00			
14	3	10/23/18	10/23/18	The Conners	7:00 PM-7:30 PM		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-1-----				1	\$850.00			
15	3	10/23/18	10/23/18	Tuesday Prime Hr 2	8-9P		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-1-----				1	\$450.00			
16	3	10/24/18	10/24/18	Wednesday Prime Hr 1	7-8P		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	--1----				1	\$500.00			
17	3	10/24/18	10/24/18	Wednesday Prime Hr 3	9-10P		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	--1----				1	\$400.00			
18	3	10/25/18	10/25/18	Thursday Prime Hr 1	7-8P		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	---1---				1	\$800.00			
19	3	10/25/18	10/25/18	Thursday Prime Hr 3	9-10P		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	---1---				1	\$450.00			
20	3	10/26/18	10/26/18	Friday Prime Hr 2	8-9P		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	----1--				1	\$250.00			
21	3	10/28/18	10/28/18	Sunday Prime Hr 2	7-8P		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-----1				1	\$475.00			
22	3	10/28/18	10/28/18	Sunday Prime Hr 3	8-9P		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-----1				1	\$375.00			
23	3	10/28/18	10/28/18	Sunday Prime Hr 4	9-10P		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-----1				1	\$375.00			
24	3	10/22/18	10/26/18	Jimmy Kimmel	10:35p-11:37p		:30			NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	11111--				5	\$80.00			
25	3	10/22/18	10/26/18	ABC News Nightline	11:37p-12:06a		:30			NM	5	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	11111--				5	\$55.00			
26	3	10/27/18	10/27/18	NCIS NOLA	10:30p-11:30p		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	-----1-				1	\$25.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
27	3	10/22/18	10/22/18	ABC World News Tonight	5:28 PM-5:30 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>			
Week:		10/22/18	10/28/18	1-----				1	\$1,800.00			
Totals											46	\$18,055.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	46	\$18,055.00	(\$2,708.25)	\$15,346.75
<b>Totals</b>	<b>46</b>	<b>\$18,055.00</b>	<b>(\$2,708.25)</b>	<b>\$15,346.75</b>

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

WSIL-TV does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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