

CONTRACT



WREG-TV
803 Channel 3 Drive
Memphis, TN 38103
(901)543-2333

www.wreg.com

And:

Sutton Reid Advertising
Attention: Steven Reid
266 South Front
Suite 204
Memphis, TN 38103

<u>Contract / Revision</u> 748287 /		<u>Alt Order #</u> 2014-263
<u>Product</u> Amy Weirich for District Attorney		
<u>Contract Dates</u> 07/14/14 - 07/27/14		<u>Estimate #</u>
<u>Advertiser</u> Weirich,A/R/ Dst Atty		<u>Original Date / Revision</u> 06/25/14 / 07/01/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WREG	<u>Account Executive</u> Local WREG House	<u>Sales Office</u> Memphis
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<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	Rtn	Type	Spots	Amount
N 1	METR	07/14/14	07/25/14	WREG-TV News 3 Daybreak 5-6am			:30				NM	8	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/14/14	07/20/14	MTWTF--				4	\$140.00	0.00			
	Week:	07/21/14	07/27/14	MTWTF--				4	\$140.00	0.00			
N 2	METR	07/14/14	07/25/14	WREG-TV News 3 Daybreak 6-7am			:30				NM	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:	07/14/14	07/20/14	MTWTF--				4	\$250.00	0.00			
	<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>Rtg</u>	<u>Type</u>		
	13	METR	07/14/14-07/20/14	WREG-TV News 3 Daybreak 6-7am		MTuWThF----	:30		\$250.00	0.00	NM		
				Credited									
	14	METR	07/14/14-07/20/14	WREG-TV News 3 Daybreak 6-7am		MTuWThF----	:30		\$250.00	0.00	NM		
				Credited									
	15	METR	07/14/14-07/20/14	WREG-TV News 3 Daybreak 6-7am		MTuWThF----	:30		\$250.00	0.00	NM		
				Credited									
	16	METR	07/14/14-07/20/14	WREG-TV News 3 Daybreak 6-7am		MTuWThF----	:30		\$250.00	0.00	NM		
				Credited									
	Week:	07/21/14	07/27/14	MTWTF--				4	\$250.00	0.00			
	<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>Rtg</u>	<u>Type</u>		
	18	METR	07/21/14-07/27/14	WREG-TV News 3 Daybreak 6-7am		MTuWThF----	:30		\$250.00	0.00	NM		
				Credited									
	19	METR	07/21/14-07/27/14	WREG-TV News 3 Daybreak 6-7am		MTuWThF----	:30		\$250.00	0.00	NM		
				Credited									
N 3	METR	07/14/14	07/25/14	CBS This Morning	7-9am		:30				NM	8	\$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:	07/14/14	07/20/14	MTWTF--				4	\$150.00	0.00			
	Week:	07/21/14	07/27/14	MTWTF--				4	\$150.00	0.00			
N 4	METR	07/14/14	07/25/14	LIVE at 9	9-10am		:30				NM	8	\$920.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/14/14	07/20/14	MTWTF--				4	\$115.00	0.00			
	Week:	07/21/14	07/27/14	MTWTF--				4	\$115.00	0.00			
N 6	METR	07/14/14	07/25/14	Price Is Right	10-11am		:30				NM	6	\$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:	07/14/14	07/20/14	MTWTF--				3	\$200.00	0.00			
	Week:	07/21/14	07/27/14	MTWTF--				3	\$200.00	0.00			

(* 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. Four week advance cancellation notice is required unless otherwise specified. Tribune does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
748287 /	2014-263

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/14/14 - 07/27/14	Amy Weirich for District	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Weirich,A/R/ Dst Atty	06/25/14 / 07/01/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 7	METR	07/14/14	07/25/14	Young and the Restless	11am-Noon		:30				NM	4	\$940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	MTWTF--				2	\$235.00	0.00			
		Week: 07/21/14	07/27/14	MTWTF--				2	\$235.00	0.00			
N 8	METR	07/14/14	07/25/14	WREG-TV News 3 @ Noon	Noon-12:30pm		:30				NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	MTWTF--				4	\$175.00	0.00			
		Week: 07/21/14	07/27/14	MTWTF--				2	\$175.00	0.00			
N 9	METR	07/14/14	07/25/14	WREG-TV First News @ 4pm	4-5pm		:30				NM	6	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	MTWTF--				4	\$160.00	0.00			
		Week: 07/21/14	07/27/14	MTWTF--				2	\$160.00	0.00			
N 10	METR	07/14/14	07/25/14	WREG-TV News 3 @ 5pm	5-5:30pm		:30				NM	4	\$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: 07/14/14	07/20/14	MTWTF--				2	\$275.00	0.00			
		Week: 07/21/14	07/27/14	MTWTF--				2	\$275.00	0.00			
N 12	METR	07/14/14	07/25/14	WREG-TV News 3 @ 6pm	6-6:30pm		:30				NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	MTWTF--				3	\$350.00	0.00			
		Week: 07/21/14	07/27/14	MTWTF--				3	\$350.00	0.00			
N 13	METR	07/14/14	07/25/14	Entertainment Tonight	6:30-7pm		:30				NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	MTWTF--				2	\$350.00	0.00			
		Week: 07/21/14	07/27/14	MTWTF--				2	\$350.00	0.00			
N 14	METR	07/14/14	07/18/14	WREG-TV News 3 @ 10pm	10-10:35pm		: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: 07/14/14	07/20/14	MTWTF--				1	\$500.00	0.00			
N 15	METR	07/14/14	07/25/14	Late Night with David Letterman	10:35-11:35pm		:30				NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	MTWTF--				2	\$140.00	0.00			
		Week: 07/21/14	07/27/14	MTWTF--				2	\$140.00	0.00			
N 16	METR	07/15/14	07/22/14	Tuesday Prime	7-8pm		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	-T-----				1	\$800.00	0.00			
		Week: 07/21/14	07/27/14	-T-----				1	\$800.00	0.00			
N 17	METR	07/15/14	07/23/14	Tuesday Prime	8-9pm		:30				NM	2	\$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: 07/14/14	07/20/14	-T-----				1	\$750.00	0.00			
	<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>Rtg</u>	<u>Type</u>		
	1	METR	07/14/14-07/20/14	Tuesday Prime	8-9pm	-Tu-----	:30		\$750.00	0.00	NM		
			See MG 17.3										
	3	METR	07/18/14-07/18/14	Friday Prime	8-9pm	-----F----	:30		\$750.00	0.00	NM		
			Ⓜ MG for 17.1 07/15										
		Week: 07/21/14	07/27/14	-T-----				1	\$750.00	0.00			
N 18	METR	07/16/14	07/23/14	Wednesday Prime	9-10pm		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	--W----				1	\$600.00	0.00			
		Week: 07/21/14	07/27/14	--W----				1	\$600.00	0.00			
	<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>Rtg</u>	<u>Type</u>		
	2	METR	07/21/14-07/27/14	Wednesday Prime	9-10pm	---W-----	:30		\$600.00	0.00	NM		
			Credited										

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Contract / Revision 748287 /		Alt Order # 2014-263
Contract Dates 07/14/14 - 07/27/14		Product Amy Weirich for District
Advertiser Weirich,A/R/ Dst Atty		Estimate #
		Original Date / Revision 06/25/14 / 07/01/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 19	METR	07/19/14	07/26/14	Informed Sources	630-7pm (Sa)		:30				NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	-----S-				1	\$175.00	0.00			
		Week: 07/21/14	07/27/14	-----S-				1	\$175.00	0.00			
N 20	METR	07/20/14	07/27/14	Sunday Prime	6-7pm		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	-----S				1	\$650.00	0.00			
		Week: 07/21/14	07/27/14	-----S				1	\$650.00	0.00			
N 21	METR	07/20/14	07/27/14	CBS Sunday Morning	8-9:30am		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	-----S				1	\$350.00	0.00			
		Week: 07/21/14	07/27/14	-----S				1	\$350.00	0.00			
N 22	METR	07/20/14	07/27/14	Face the Nation	9:30-10am		:30				NM	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: 07/14/14	07/20/14	-----S				1	\$250.00	0.00			
		Week: 07/21/14	07/27/14	-----S				1	\$250.00	0.00			
N 23	METR	07/14/14	07/18/14	WREG-TV News 3 Daybreak 6-7am			:30				NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	MTWTF--				4	\$350.00	0.00			
N 24	METR	07/21/14	07/25/14	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/21/14	07/27/14	MTWTF--				2	\$775.00	0.00			
N 25	METR	07/14/14	07/25/14	WREG News 3 at 430am	430-5a		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	MTWTF--				1	\$50.00	0.00			
		Week: 07/21/14	07/27/14	MTWTF--				1	\$50.00	0.00			
N 26	METR	07/21/14	07/25/14	WREG-TV News 3 Daybreak 6-7am			:30				NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/21/14	07/27/14	MTWTF--				2	\$475.00	0.00			
Totals										0.00		90	\$24,100.00

Time Period	# of Spots	Gross Amount	Net Amount
06/30/14 - 07/27/14	90	\$24,100.00	\$20,485.00
Totals	90	\$24,100.00	\$20,485.00

Signature: _____ Date: _____

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803 CHANNEL 3 DR.
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Candidate Spot Time Memo

WREG-TV updates its political files with the exact times that a candidate's spots aired at the conclusion of a broadcast period and upon generation of an invoice.

Exact times can be provided prior to the conclusion of a broadcast period and prior to the generation of invoice upon request.

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