

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

Contract / Revision 742262 /		Alt Order # 2014-236
Product Amy Weirich for District Attorney		
Contract Dates 06/16/14 - 06/27/14		Estimate #
Advertiser Weirich,A/R/ Dst Atty		Original Date / Revision 06/09/14 / 06/11/14
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WREG	Account Executive Local WREG House	Sales Office Memphis
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	METR	06/16/14	06/27/14	WREG-TV News 3 Daybreak 5-6am			:30				NM	6	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/16/14	06/22/14	MTWTF--				4	\$140.00	0.00			
		Week: 06/23/14	06/29/14	MTWTF--				2	\$140.00	0.00			
N 2	METR	06/16/14	06/27/14	WREG-TV News 3 Daybreak 6-7am			:30				NM	4	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/16/14	06/22/14	MTWTF--				2	\$240.00	0.00			
		Week: 06/23/14	06/29/14	MTWTF--				2	\$240.00	0.00			
N 3	METR	06/16/14	06/27/14	CBS This Morning	7-9am		:30				NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/16/14	06/22/14	----F--				2	\$150.00	0.00			
		Week: 06/23/14	06/29/14	----F--				2	\$150.00	0.00			
N 4	METR	06/16/14	06/27/14	LIVE at 9	9-10am		:30				NM	6	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/16/14	06/22/14	MTWTF--				4	\$115.00	0.00			
		Week: 06/23/14	06/29/14	MTWTF--				2	\$115.00	0.00			
N 6	METR	06/16/14	06/27/14	Price Is Right	10-11am		: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: 06/16/14	06/22/14	MTWTF--				1	\$175.00	0.00			
		Week: 06/23/14	06/29/14	MTWTF--				1	\$175.00	0.00			
N 7	METR	06/16/14	06/20/14	Young and the Restless	11am-Noon		:30				NM	2	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/16/14	06/22/14	MTWTF--				2	\$215.00	0.00			
N 8	METR	06/16/14	06/27/14	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: 06/16/14	06/22/14	MTWTF--				4	\$175.00	0.00			
		Week: 06/23/14	06/29/14	MTWTF--				2	\$175.00	0.00			
N 9	METR	06/16/14	06/27/14	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: 06/16/14	06/22/14	MTWTF--				4	\$160.00	0.00			
		Week: 06/23/14	06/29/14	MTWTF--				2	\$160.00	0.00			
N 10	METR	06/16/14	06/27/14	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>			

(* 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>
742262 /	2014-236

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
06/16/14 - 06/27/14	Amy Weirich for District	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Weirich,A/R/ Dst Atty	06/09/14 / 06/11/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	MTWTF--				2	\$275.00	0.00			
Week:		06/23/14	06/29/14	MTWTF--				2	\$275.00	0.00			
N 12	METR	06/16/14	06/27/14	WREG-TV News 3 @ 6pm	6-6:30pm		:30				NM	4	\$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:		06/16/14	06/22/14	MTWTF--				3	\$325.00	0.00			
Week:		06/23/14	06/29/14	MTWTF--				1	\$325.00	0.00			
N 13	METR	06/23/14	06/27/14	Entertainment Tonight	6:30-7pm		:30				NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/23/14	06/29/14	MTWTF--				2	\$325.00	0.00			
N 14	METR	06/16/14	06/27/14	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	MTWTF--				3	\$450.00	0.00			
Week:		06/23/14	06/29/14	MTWTF--				1	\$450.00	0.00			
N 15	METR	06/16/14	06/27/14	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:		06/16/14	06/22/14	MTWTF--				2	\$140.00	0.00			
Week:		06/23/14	06/29/14	MTWTF--				2	\$140.00	0.00			
N 16	METR	06/17/14	06/17/14	Tuesday Prime	7-8pm		:30				NM	1	\$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:		06/16/14	06/22/14	-T-----				1	\$1,200.00	0.00			
Totals										0.00		55	\$12,490.00

Time Period	# of Spots	Gross Amount	Net Amount
05/26/14 - 06/27/14	55	\$12,490.00	\$10,616.50
Totals	55	\$12,490.00	\$10,616.50

Signature: _____ **Date:** _____

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NAB Form PB-18 Candidates

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:**Date:**

Steven Reid, Sutton Reid Inc.

I, _____,

being/on behalf of: Amy Weirich,a legally qualified candidate of the Republicanpolitical party for the office of: District Attorney Generalin the General Electionselection to be held on: August 7**do hereby request station time as follows:**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

NAB Form PB-18 Candidates

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Amy Weirich

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:
Bill Watkins Jr.

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/27

Date

Signature

PRESIDENT, SUTTON REID INC.

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



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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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