

CONTRACT



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

www.wsiltv.com

And:

Wes Sherrod for State Rep
1001 N. Webster
Harrisburg, IL 62946

<u>Contract / Revision</u> 9148 / 1		<u>Alt Order #</u>
<u>Product</u> State Rep-District 118 campaign		
<u>Contract Dates</u> 01/17/18 - 03/19/18		<u>Estimate #</u>
<u>Advertiser</u> Wes Sherrod for State Rep		<u>Original Date / Revision</u> 01/16/18 / 03/02/18
<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> Amy Frerichs	<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	01/19/18	01/19/18	Good Morning America	7a-9a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/15/18	01/21/18	----1--				1	\$150.00			
2	3	01/19/18	01/19/18	Local News 6p	6p-6:30p		:30			NM	1	\$245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/15/18	01/21/18	----1--				1	\$245.00			
3	3	01/23/18	01/23/18	Local News 5p	5p-5:30p		:30			NM	1	\$245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/22/18	01/28/18	-1-----				1	\$245.00			
4	3	01/22/18	03/09/18	Local News 5a	5a-6a		:30			NM	8	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/22/18	01/28/18	1-1----				2	\$45.00			
Week:		01/29/18	02/04/18	-----				0	\$0.00			
Week:		02/05/18	02/11/18	1-1----				2	\$45.00			
Week:		02/12/18	02/18/18	-----				0	\$0.00			
Week:		02/19/18	02/25/18	1-1----				2	\$45.00			
Week:		02/26/18	03/04/18	-----				0	\$0.00			
Week:		03/05/18	03/11/18	1-1----				2	\$45.00			
5	3	01/23/18	03/08/18	Local News 6a	6a-7a		:30			NM	8	\$1,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/22/18	01/28/18	-1-1---				2	\$130.00			
Week:		01/29/18	02/04/18	-----				0	\$0.00			
Week:		02/05/18	02/11/18	-1-1---				2	\$130.00			
Week:		02/12/18	02/18/18	-----				0	\$0.00			
Week:		02/19/18	02/25/18	-1-1---				2	\$130.00			
Week:		02/26/18	03/04/18	-----				0	\$0.00			
Week:		03/05/18	03/11/18	-1-1---				2	\$130.00			
6	3	01/24/18	03/09/18	Good Morning America	7a-9a		:30			NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/22/18	01/28/18	--1-1--				2	\$150.00			
Week:		01/29/18	02/04/18	-----				0	\$0.00			
Week:		02/05/18	02/11/18	--1-1--				2	\$150.00			
Week:		02/12/18	02/18/18	-----				0	\$0.00			
Week:		02/19/18	02/25/18	--1-1--				2	\$150.00			
Week:		02/26/18	03/04/18	-----				0	\$0.00			

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<u>Contract Dates</u> 01/17/18 - 03/19/18		<u>Product</u> State Rep-District 118 ca
<u>Advertiser</u> Wes Sherrod for State Re		<u>Estimate #</u>
		<u>Original Date / Revision</u> 01/16/18 / 03/02/18

*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:		03/05/18	03/11/18	-- 1-1--				2	\$150.00			
7	3	01/31/18	03/14/18	Local News 5p	5p-5:30p		:30			NM	4	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/29/18	02/04/18	-- 1----				1	\$245.00			
Week:		02/05/18	02/11/18	-----				0	\$0.00			
Week:		02/12/18	02/18/18	-- 1----				1	\$245.00			
Week:		02/19/18	02/25/18	-----				0	\$0.00			
Week:		02/26/18	03/04/18	-- 1----				1	\$245.00			
Week:		03/05/18	03/11/18	-----				0	\$0.00			
Week:		03/12/18	03/18/18	-- 1----				1	\$245.00			
8	3	02/01/18	03/15/18	Good Morning America	7a-9a		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/29/18	02/04/18	--- 1---				1	\$150.00			
Week:		02/05/18	02/11/18	-----				0	\$0.00			
Week:		02/12/18	02/18/18	--- 1---				1	\$150.00			
Week:		02/19/18	02/25/18	-----				0	\$0.00			
Week:		02/26/18	03/04/18	--- 1---				1	\$150.00			
Week:		03/05/18	03/11/18	-----				0	\$0.00			
Week:		03/12/18	03/18/18	--- 1---				1	\$150.00			
9	3	02/02/18	03/16/18	Local News 6p	6p-6:30p		:30			NM	4	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/29/18	02/04/18	---- 1--				1	\$245.00			
Week:		02/05/18	02/11/18	-----				0	\$0.00			
Week:		02/12/18	02/18/18	---- 1--				1	\$245.00			
Week:		02/19/18	02/25/18	-----				0	\$0.00			
Week:		02/26/18	03/04/18	---- 1--				1	\$245.00			
Week:		03/05/18	03/11/18	-----				0	\$0.00			
Week:		03/12/18	03/18/18	---- 1--				1	\$245.00			
10	3	03/19/18	03/19/18	Monday Prime Other	Various		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/19/18	03/25/18	1-----				1	\$600.00			
11	3	03/04/18	03/04/18	Academy Awards	7p-10p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/26/18	03/04/18	----- 1				1	\$800.00			
Totals											41	\$7,200.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
01/01/18 - 01/28/18	9	\$1,290.00	(\$193.50)	\$1,096.50
01/29/18 - 02/25/18	18	\$2,580.00	(\$387.00)	\$2,193.00
02/26/18 - 03/19/18	14	\$3,330.00	(\$499.50)	\$2,830.50
Totals	41	\$7,200.00	(\$1,080.00)	\$6,120.00

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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