

CONTRACT



WMC
 1960 Union Avenue
 Memphis, TN 38104
 Sales T&C: <http://bit.ly/2FYavgw>
 (901) 726-0555

<u>Contract / Revision</u> 2005712 /		<u>Alt Order #</u>
<u>Advertiser</u> Pol/Lane, Dale/R/Shelby County Sheriff		<u>Original Date / Revision</u> 06/20/18 / 06/20/18
<u>Contract Dates</u> 07/23/18 - 07/29/18	<u>Estimate #</u>	
<u>Product</u> Friends of Dale Lane		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WMC	<u>Account Executive</u> House House	<u>Sales Office</u> WMC-Memphis
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 194.00
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

WestRogers, LLC
 Attention: Becky West
 6075 Poplar Avenue, Suite 104
 Memphis, TN 38119

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WMC	07/23/18	07/29/18	Action News 5 @ 6a	6-7a		:30				NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/18	07/29/18	11111--				5	\$200.00	3.10			
N 2	WMC	07/23/18	07/29/18	NBC Today Show	7-9a		:30				NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/18	07/29/18	11111--				5	\$175.00	2.50			
N 3	WMC	07/23/18	07/29/18	Action News 5 @ 12p	12-1p		:30				NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/18	07/29/18	11111--				5	\$100.00	2.90			
N 4	WMC	07/23/18	07/29/18	Action News 5 @ 5p	5-530p		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/18	07/29/18	MTWTF--				4	\$200.00	5.30			
N 5	WMC	07/23/18	07/29/18	Action News 5 @ 6p	6-630p		: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:		07/23/18	07/29/18	MTWTF--				4	\$350.00	6.30			
N 6	WMC	07/23/18	07/29/18	Action News 5 @ 330p	330-4p		:30				NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/18	07/29/18	MTWTF--				4	\$50.00	1.30			
N 7	WMC	07/23/18	07/29/18	Action News 5 @ 4p	4-5p		:30				NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/18	07/29/18	MTWTF--				4	\$100.00	3.50			
N 8	WMC	07/23/18	07/29/18	Late News M-F	10-1035p		:30				NM	4	\$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:		07/23/18	07/29/18	MTWTF--				4	\$375.00	6.30			
N 9	WMC	07/23/18	07/29/18	Wheel of Fortune	630-7p		:30				NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/18	07/29/18	MTWTF--				4	\$475.00	7.80			
N 10	WMC	07/23/18	07/29/18	Action News Saturday @ 5a	6-7a		:30				NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/18	07/29/18	-----S-				1	\$35.00	1.80			

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

All broadcast and digital advertising placed with station are governed by and subject to the Station's Advertising Terms and Conditions, which can be reviewed at the Sales T&Cs link located next to the Station's address at the top of the page. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conditions conflict with Station's Advertising Terms and Conditions, linked above.

Station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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<u>Advertiser</u> Pol/Lane, Dale/R/Shelby County Sheriff		<u>Original Date / Revision</u> 06/20/18 / 06/20/18
<u>Contract Dates</u> 07/23/18 - 07/29/18	<u>Product</u> Friends of Dale Lane	<u>Estimate #</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
N 11	WMC	07/23/18	07/29/18	Action News Saturday @ 8a	8-10a		:30				NM	1	\$75.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		07/23/18	07/29/18	-----S-				1	\$75.00	2.10				
N 12	WMC	07/23/18	07/29/18	Sat Action News 5 @ 5p	5-530p		:30				NM	1	\$90.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		07/23/18	07/29/18	-----S-				1	\$90.00	2.70				
N 13	WMC	07/23/18	07/29/18	Sat Action News 5 @ 6p	6-630p		:30				NM	1	\$125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		07/23/18	07/29/18	-----S-				1	\$125.00	3.60				
N 14	WMC	07/23/18	07/29/18	Wheel of Fortune	630-7p		:30				NM	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:		07/23/18	07/29/18	-----S-				1	\$200.00	3.80				
N 15	WMC	07/23/18	07/29/18	Action News Sunday @ 8a	8-9a		:30				NM	1	\$90.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		07/23/18	07/29/18	-----S				1	\$90.00	2.10				
N 16	WMC	07/23/18	07/29/18	NBC Meet The Press	9-10a		:30				NM	1	\$150.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		07/23/18	07/29/18	-----S				1	\$150.00	1.60				
N 17	WMC	07/23/18	07/29/18	Sun Action News 5 @ 5p	5-530p		:30				NM	1	\$125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		07/23/18	07/29/18	-----S				1	\$125.00	3.30				
N 18	WMC	07/23/18	07/29/18	Action News 5 Su @ 10p	10-1030p		:30				NM	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:		07/23/18	07/29/18	-----S				1	\$300.00	5.20				
N 19	WMC	07/23/18	07/29/18	Dateline NBC	6-7p		:30				NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		07/23/18	07/29/18	-----S				1	\$450.00	3.30				
Totals												194.00	49	\$10,215.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/25/18 -07/29/18	49	\$10,215.00	(\$1,532.25)	\$8,682.75
Totals	49	\$10,215.00	(\$1,532.25)	\$8,682.75

Signature: _____ **Date:** _____

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