

CONTRACT

KXNW-TV
4201 N Shiloh Dr
Suite 169
Fayetteville, AR 72703
(479) 783-3131

And:

Mentzer Media
210 W Pennsylvania Ave
Ste 250
Towson, MD 21204

<u>Contract / Revision</u> 722384 /		<u>Alt Order #</u> 09196092
<u>Product</u> HUTCHINSON FOR GOV		
<u>Contract Dates</u> 10/09/18 - 10/15/18	<u>Estimate #</u> 6534	
<u>Advertiser</u> Hutchinson/A/Rep/Gov		<u>Original Date / Revision</u> 08/16/18 / 08/16/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KXNW-TV	<u>Account Executive</u> Jay Smith	<u>Sales Office</u> NSO Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 7.00
<u>Agy Code</u> 1021	<u>Advertiser Code</u> 412	<u>Product 1/2</u> 504
<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	KXNW	10/15/18	10/15/18	M-Su 9p-930p	9:00 PM-9:30 PM		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/18	10/21/18	1-----				1	\$50.00	1.40			
N 2	KXNW	10/09/18	10/09/18	M-Su 9p-930p	9:00 PM-9:30 PM		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/18	10/14/18	-1-----				1	\$50.00	1.40			
N 3	KXNW	10/10/18	10/10/18	M-Su 9p-930p	9:00 PM-9:30 PM		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/18	10/14/18	--1----				1	\$50.00	1.40			
N 4	KXNW	10/11/18	10/11/18	M-Su 9p-930p	9:00 PM-9:30 PM		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/18	10/14/18	---1---				1	\$50.00	1.40			
N 5	KXNW	10/12/18	10/12/18	M-Su 9p-930p	9:00 PM-9:30 PM		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/18	10/14/18	----1--				1	\$50.00	1.40			
Totals								7.00				5	\$250.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/15/18	5	\$250.00	(\$37.50)	\$212.50
Totals	5	\$250.00	(\$37.50)	\$212.50

Signature: _____ **Date:** _____

(* 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. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.