

CONTRACT



WDBD
715 South Jefferson Street
Jackson, MS 39201
Sales T&C: <http://bit.ly/2FYavgw>
(601) 948-3333

<u>Contract / Revision</u> 1241048 /		<u>Alt Order #</u> WOC12104143
<u>Advertiser</u> Clarke for Mississippi		<u>Original Date / Revision</u> 06/24/19 / 06/25/19
<u>Contract Dates</u> 07/08/19 - 07/14/19	<u>Estimate #</u> 7403	
<u>Product</u> PBCLA		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WDBD	<u>Account Executive</u> Anna Lyon	<u>Sales Office</u> Jackson 2 Natio
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 30.79
<u>Agy Code</u> 9912736	<u>Advertiser Code</u> 503	<u>Product 1/2</u> 625
<u>Agency Ref</u> 1244	<u>Advertiser Ref</u> 168866	

And:

Mentzer Media Services
210 W Penn Ave
STE 250
Towson, MD 21204

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WDBD	07/08/19	07/12/19	M-F 7a-9a News	7:00 AM-9:00 AM		:30				NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/08/19	07/14/19	11111--				5	\$25.00	1.34			
N 2	WDBD	07/08/19	07/10/19	MASTERCHEF	7:00 PM-8:00 PM		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/08/19	07/14/19	--1----				1	\$175.00	4.58			
N 3	WDBD	07/08/19	07/10/19	FIRST RESPONDERS	8:00 PM-9:00 PM		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/08/19	07/14/19	--1----				1	\$175.00	4.06			
N 4	WDBD	07/08/19	07/12/19	M-F 9p Late News	9:00 PM-10:00 PM		:30				NM	5	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/08/19	07/14/19	11111--				5	\$135.00	3.09			
Totals											30.79	12	\$1,150.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/01/19 - 07/12/19	12	\$1,150.00	(\$172.50)	\$977.50
Totals	12	\$1,150.00	(\$172.50)	\$977.50

Signature: _____ **Date:** _____

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

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