

# CONTRACT



**WREG-TV**  
 803 Channel 3 Drive  
 Memphis, TN 38103  
 (901)543-2333

www.wreg.com

And:

**Archer Malmo**  
 65 Union Ave  
 Suite 500  
 Memphis, TN 38103

<u>Contract / Revision</u> 752518 /		<u>Alt Order #</u>
<u>Product</u> Cohen for Congress		
<u>Contract Dates</u> 07/21/14 - 07/27/14		<u>Estimate #</u> 2537
<u>Advertiser</u> Cohen, Steve/D/Congress		<u>Original Date / Revision</u> 07/15/14 / 07/16/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WREG	<u>Account Executive</u> Local WREG House	<u>Sales Office</u> Memphis
<u>Special Handling</u>		
<u>Demographic</u> Women 35-64		
		<u>Total Ratings</u> 244.10
<u>IDB#</u> 660	<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	Rtn	Type	Spots	Amount
N 1	METR	07/21/14	07/25/14	WREG-TV News 3 Daybreak 5-6am	5-6am		:30				NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/21/14	07/27/14	MTWTF--				5	\$140.00	4.40			
N 2	METR	07/21/14	07/25/14	WREG-TV News 3 Daybreak 6-7am	6-7am		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/21/14	07/27/14	MTWTF--				5	\$250.00	5.80			
N 10	METR	07/21/14	07/25/14	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:		07/21/14	07/27/14	MTWTF--				4	\$150.00	4.40			
N 12	METR	07/27/14	07/27/14	WREG-TV News 3 Daybreak 6-8am	6-8am		: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:		07/21/14	07/27/14	-----S				1	\$150.00	5.10			
N 14	METR	07/27/14	07/27/14	CBS Sunday Morning	8-9:30am		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/21/14	07/27/14	-----S				1	\$350.00	5.60			
N 15	METR	07/21/14	07/25/14	WREG-TV First News @ 4pm	4-5pm		:30				NM	5	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/21/14	07/27/14	MTWTF--				5	\$160.00	4.60			
N 16	METR	07/21/14	07/25/14	WREG-TV News 3 @ 5pm	5-5:30pm		:30				NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/21/14	07/27/14	MTWTF--				5	\$275.00	6.80			
N 17	METR	07/21/14	07/25/14	WREG-TV News 3 @ 6pm	6-6:30pm		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/21/14	07/27/14	MTWTF--				5	\$350.00	7.40			
N 18	METR	07/27/14	07/27/14	WREG-TV News 3 @ 5pm (5-6pm)	5-6pm		: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:		07/21/14	07/27/14	-----S				1	\$200.00	2.50			
N 19	METR	07/21/14	07/25/14	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/21/14	07/27/14	MTWTF--				5	\$500.00	9.70			
N 20	METR	07/26/14	07/26/14	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/21/14	07/27/14	-----S-				1	\$350.00	5.60			

(\* 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> 752518 /	<u>Alt Order #</u>
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<u>Contract Dates</u> 07/21/14 - 07/27/14	<u>Product</u> Cohen for Congress	<u>Estimate #</u> 2537
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<u>Advertiser</u> Cohen, Steve/D/Congress	<u>Original Date / Revision</u> 07/15/14 / 07/16/14
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N 21	METR	07/27/14	07/27/14	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	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:		07/21/14	07/27/14	-----S				1	\$400.00	9.40			
N 22	METR	07/27/14	07/27/14	Sunday Prime	6-7pm		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/21/14	07/27/14	-----S				1	\$650.00	4.80			
<b>Totals</b>											244.10	40	\$11,075.00

Time Period	# of Spots	Gross Amount	Net Amount
06/30/14 - 07/27/14	40	\$11,075.00	\$9,413.75
<b>Totals</b>	40	\$11,075.00	\$9,413.75

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## 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**

<b>Station and Location:</b> <span style="font-size: 1.2em;">WREG-TV - Memphis</span>	<b>Date:</b> <span style="font-size: 1.2em;">7-15-14</span>
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I, SWAN ROGERS

being/on behalf of: Steve Cohen

a legally qualified candidate of the Democrat

political party for the office of: U.S. Congress

in the 9th District

election to be held on: 8-7-14

do hereby request station time as follows:

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

**Attach proposed schedule with charges (if available):**      \$11,075 gross

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

Cohen for Congress Campaign

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:

Henry Turley

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*

7-15-14  
Date

[Signature]  
Signature

*To Be Signed By Station Representative*

Accepted

Accepted in Part

Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title



WREG-TV  
803 CHANNEL 3 DR.  
MEMPHIS, TN 38103  
901-543-2333

**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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