

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> 748309 / | | <u>Alt Order #</u> |
| <u>Product</u> Cohen for Congress | | |
| <u>Contract Dates</u> 06/30/14 - 07/06/14 | | <u>Estimate #</u> 2530 |
| <u>Advertiser</u> Cohen, Steve/D/Congress | | <u>Original Date / Revision</u> 06/25/14 / 06/26/14 |
| <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> 165.80 |
| <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 | 07/01/14 | 07/04/14 | WREG-TV News 3 Daybreak 5-6am | | | :30 | | | | NM | 3 | \$420.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | Week: | 06/30/14 | 07/06/14 | -TWTF-- | | | | 3 | \$140.00 | 4.00 | | | |
| N 2 | METR | 07/01/14 | 07/04/14 | WREG-TV News 3 Daybreak 6-7am | | | :30 | | | | NM | 3 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | Week: | 06/30/14 | 07/06/14 | -TWTF-- | | | | 3 | \$250.00 | 5.50 | | | |
| N 6 | METR | 07/01/14 | 07/04/14 | Price Is Right | 10-11am | | :30 | | | | NM | 3 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | Week: | 06/30/14 | 07/06/14 | -TWTF-- | | | | 3 | \$200.00 | 4.80 | | | |
| N 10 | METR | 07/01/14 | 07/04/14 | WREG-TV News 3 @ 5pm | 5-5:30pm | | :30 | | | | NM | 4 | \$1,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | Week: | 06/30/14 | 07/06/14 | -TWTF-- | | | | 4 | \$275.00 | 6.60 | | | |
| N 12 | METR | 07/01/14 | 07/04/14 | WREG-TV News 3 @ 6pm | 6-6:30pm | | :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: | 06/30/14 | 07/06/14 | -TWTF-- | | | | 4 | \$350.00 | 7.60 | | | |
| N 13 | METR | 07/01/14 | 07/04/14 | Entertainment Tonight | 6:30-7pm | | :30 | | | | NM | 3 | \$1,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | Week: | 06/30/14 | 07/06/14 | -TWTF-- | | | | 3 | \$350.00 | 6.80 | | | |
| N 14 | METR | 07/01/14 | 07/04/14 | WREG-TV News 3 @ 10pm | 10-10:35pm | | :30 | | | | NM | 4 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| | Week: | 06/30/14 | 07/06/14 | -TWTF-- | | | | 4 | \$500.00 | 9.50 | | | |
| N 20 | METR | 07/06/14 | 07/06/14 | 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: | 06/30/14 | 07/06/14 | -----S | | | | 1 | \$650.00 | 4.80 | | | |
| N 22 | METR | 07/06/14 | 07/06/14 | Face the Nation | 9:30-10am | | :30 | | | | NM | 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: | 06/30/14 | 07/06/14 | -----S | | | | 1 | \$250.00 | 2.90 | | | |
| Totals | | | | | | | | | | | | 26 | \$8,220.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|------------|
| 06/30/14 - 07/06/14 | 26 | \$8,220.00 | \$6,987.00 |
| Totals | 26 | \$8,220.00 | \$6,987.00 |

(* 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.

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

| | |
|--|--------------------------------|
| Station and Location: <u>WREG-TV - Memphis</u> | Date: <u>6-25-14</u> |
|--|--------------------------------|

I, Sumner 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): \$ 8220

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

6-25-14

Date

Susan Rogers

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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