

# CONTRACT



**KSLA**  
**1812 Fairfield Avenue**  
**Shreveport, LA 71101**  
**Sales T & C: www.gray.tv/advertising**  
**(318) 222-1212**

<u>Contract / Revision</u> 2741840 /		<u>Alt Order #</u> WOC13827586
<u>Advertiser</u> Texans for Greg Abbott		<u>Original Date / Revision</u> 09/28/22 / 09/28/22
<u>Contract Dates</u> 11/01/22 - 11/08/22	<u>Estimate #</u> 6658	
<u>Product</u> Texans For Greg Abbott 11/1-11/8		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KSLA	<u>Account Executive</u> Chandra Winters	<u>Sales Office</u> Shreveport Nat
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> NORMAL	
<u>Agy Code</u> 9914273	<u>Advertiser Code</u> 96	<u>Product 1/2</u> 198
<u>Agency Ref</u> 110458	<u>Advertiser Ref</u> 510901	

And:

**Crossroads Media LLC**  
**66 Canal Center Plaza**  
**Ste 555**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KSLA	11/01/22	11/08/22	CBS AM News	4:00 AM-4:30 AM		:30			NM	6	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/01/22	11/07/22	11111--				5	\$20.00			
	Week:	11/08/22	11/14/22	-1-----				1	\$20.00			
N 2	KSLA	11/01/22	11/08/22	M-F 430a News	4:30 AM-5:00 AM		:30			NM	6	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/01/22	11/07/22	11111--				5	\$30.00			
	Week:	11/08/22	11/14/22	-1-----				1	\$30.00			
N 3	KSLA	11/01/22	11/08/22	M-F 5a News	5:00 AM-5:30 AM		:30			NM	4	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/01/22	11/07/22	1-11---				3	\$110.00			
	Week:	11/08/22	11/14/22	-1-----				1	\$110.00			
N 4	KSLA	11/01/22	11/08/22	M-F 530a News	5:30 AM-6:00 AM		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/01/22	11/07/22	-1-11--				3	\$150.00			
	Week:	11/08/22	11/14/22	-1-----				1	\$150.00			
N 5	KSLA	11/01/22	11/08/22	M-F 6a News	6:00 AM-7:00 AM		:30			NM	4	\$1,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/01/22	11/07/22	1-1-1--				3	\$260.00			
	Week:	11/08/22	11/14/22	-1-----				1	\$260.00			
N 6	KSLA	11/01/22	11/08/22	CBS This Morning	7:00 AM-9:00 AM		:30			NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/01/22	11/07/22	11111--				5	\$150.00			
	Week:	11/08/22	11/14/22	-1-----				1	\$150.00			
N 7	KSLA	11/01/22	11/08/22	M-F 9a News	9:00 AM-9:30 AM		:30			NM	6	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/01/22	11/07/22	11111--				5	\$110.00			
	Week:	11/08/22	11/14/22	-1-----				1	\$110.00			
N 8	KSLA	11/01/22	11/08/22	CBS Price Is Right	10:00 AM-11:00 AM		:30			NM	6	\$1,380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/01/22	11/07/22	11111--				5	\$230.00			
	Week:	11/08/22	11/14/22	-1-----				1	\$230.00			
N 9	KSLA	11/01/22	11/08/22	CBS Young and Restless	11:00 AM-12:00 PM		:30			NM	3	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract Dates</u> 11/01/22 - 11/08/22	<u>Product</u> Texans For Greg Abbott	<u>Estimate #</u> 6658

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/22	11/07/22	1--1---				2	\$240.00			
Week:		11/08/22	11/14/22	-1-----				1	\$240.00			
N 10	KSLA	11/01/22	11/08/22	M-F 12p News	12:00 PM-12:30 PM		:30			NM	3	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/22	11/07/22	-1-1---				2	\$230.00			
Week:		11/08/22	11/14/22	-1-----				1	\$230.00			
N 11	KSLA	11/01/22	11/08/22	CBS Bold and Beautiful	12:30 PM-1:00 PM		:30			NM	3	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/22	11/07/22	--1-1--				2	\$230.00			
Week:		11/08/22	11/14/22	-1-----				1	\$230.00			
N 12	KSLA	11/01/22	11/07/22	CBS The Talk	1:00 PM-2:00 PM		:30			NM	3	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/22	11/07/22	111----				3	\$190.00			
N 13	KSLA	11/01/22	11/04/22	CBS Let's Make A Deal	2:00 PM-3:00 PM		:30			NM	3	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	-11-1--				3	\$170.00			
N 14	KSLA	11/01/22	11/07/22	KELLY CLARKSON	3:00 PM-4:00 PM		:30			NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/22	11/07/22	11111--				5	\$110.00			
N 15	KSLA	11/01/22	11/07/22	M-F 4p News	4:00 PM-4:30 PM		:30			NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/22	11/07/22	1-1-1--				3	\$110.00			
N 16	KSLA	11/01/22	11/07/22	RIGHT THIS MINUTE	4:30 PM-5:00 PM		:30			NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/22	11/07/22	11111--				5	\$110.00			
N 17	KSLA	11/01/22	11/04/22	M-F 5p News	5:00 PM-5:30 PM		:30			NM	3	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	--111--				3	\$240.00			
N 18	KSLA	11/01/22	11/07/22	M-F 6p News	6:00 PM-7:00 PM		:30			NM	3	\$810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/22	11/07/22	11-1---				3	\$270.00			
N 19	KSLA	11/01/22	11/07/22	NCIS	8:00 PM-9:00 PM		:30			NM	1	\$410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/22	11/07/22	1-----				1	\$410.00			
N 20	KSLA	11/01/22	11/07/22	M-F 10p News	10:00 PM-10:35 PM		:30			NM	3	\$1,590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/22	11/07/22	1-1-1--				3	\$530.00			
N 21	KSLA	11/01/22	11/07/22	CBS Late Show	10:35 PM-11:37 PM		:30			NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/01/22	11/07/22	11111--				5	\$110.00			
N 22	KSLA	11/01/22	11/01/22	FBI	7:00 PM-8:00 PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	-1-----				1	\$600.00			
N 23	KSLA	11/01/22	11/02/22	SURVIVOR	7:00 PM-8:00 PM		:30			NM	1	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	--1----				1	\$680.00			
N 24	KSLA	11/01/22	11/03/22	CSI: VEGAS	9:00 PM-10:00 PM		:30			NM	1	\$530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	---1---				1	\$530.00			
N 25	KSLA	11/01/22	11/04/22	S.W.A.T.	7:00 PM-8:00 PM		:30			NM	1	\$490.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	----1--				1	\$490.00			
N 26	KSLA	11/01/22	11/05/22	CBS SEC FB Late Game	2:30 PM-6:00 PM		:30			NM	1	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	-----1-				1	\$980.00			
N 27	KSLA	11/01/22	11/05/22	Sat 6p News	6:00 PM-6:30 PM		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	-----1-				1	\$120.00			
N 28	KSLA	11/01/22	11/05/22	RIGHT THIS MINUTE	6:30 PM-7:00 PM		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	-----1-				1	\$110.00			
N 29	KSLA	11/01/22	11/05/22	48 HOURS	9:00 PM-10:00 PM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	-----1-				1	\$300.00			
N 30	KSLA	11/01/22	11/05/22	INVESTIGATE TV	11:00 PM-11:30 PM		:30			NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	-----1-				1	\$45.00			
N 31	KSLA	11/01/22	11/06/22	Sun 8a News	8:00 AM-8:30 AM		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	-----1				1	\$70.00			
N 32	KSLA	11/01/22	11/06/22	CBS Sunday Morning	9:00 AM-10:30 AM		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	-----1				1	\$110.00			
N 33	KSLA	11/01/22	11/06/22	CBS Face The Nation	10:30 AM-11:00 AM		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	-----1				1	\$40.00			
N 34	KSLA	11/01/22	11/06/22	CBS NFL Today	11:00 AM-12:00 PM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	-----1				1	\$300.00			
N 35	KSLA	11/01/22	11/06/22	Sun 530p News	5:30 PM-6:00 PM		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	-----1				1	\$110.00			
N 36	KSLA	11/01/22	11/06/22	60 MINUTES	6:00 PM-7:00 PM		:30			NM	1	\$530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	-----1				1	\$530.00			
N 37	KSLA	11/01/22	11/06/22	EQUALIZER	7:00 PM-8:00 PM		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/31/22	11/06/22	-----1				1	\$450.00			
Totals											101	\$19,475.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/22 - 11/08/22	101	\$19,475.00	(\$2,921.25)	\$16,553.75
<b>Totals</b>	<b>101</b>	<b>\$19,475.00</b>	<b>(\$2,921.25)</b>	<b>\$16,553.75</b>

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

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