

# CONTRACT



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

www.wreg.com

And:

**McNeely Pigott & Fox Public Relations LLC**  
**611 Commerce Street - The Tower**  
**Suite 2800**  
**Nashville, TN 37203**

<u>Contract / Revision</u> 774678 /		<u>Alt Order #</u> wo#3872 actg#308
<u>Product</u> Vote - Fall,2014		
<u>Contract Dates</u> 10/13/14 - 10/26/14	<u>Estimate #</u>	
<u>Advertiser</u> Red,White & Food		<u>Original Date / Revision</u> 10/03/14 / 10/10/14
<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> Adults 25-54		
<u>IDB#</u>	<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	METRC	10/16/14	10/16/14	WREG-TV News 3 @ Noon	Noon-12:30pm		:30				NM	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:		10/13/14	10/19/14	---T---				1	\$375.00	0.00			
N 2	METRC	10/20/14	10/24/14	WREG-TV News 3 @ Noon	Noon-12:30pm		:30				NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	M-W-F--				3	\$375.00	0.00			
N 3	METRC	10/16/14	10/16/14	Inside Edition/Jeopardy	3-4pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	---T---				1	\$300.00	0.00			
N 4	METRC	10/22/14	10/22/14	Inside Edition/Jeopardy	3-4pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	--W----				1	\$300.00	0.00			
N 5	METRC	10/15/14	10/17/14	WREG-TV News 3 Daybreak 5-6am			:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	--W-F--				2	\$350.00	0.00			
N 6	METRC	10/21/14	10/23/14	WREG-TV News 3 Daybreak 5-6am			:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	-T-T---				2	\$350.00	0.00			
N 7	METRC	10/16/14	10/16/14	WREG-TV News 3 Daybreak 6-7am			:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	---T---				1	\$700.00	0.00			
N 8	METRC	10/21/14	10/23/14	WREG-TV News 3 Daybreak 6-7am			:30				NM	2	\$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:		10/20/14	10/26/14	-T-T---				2	\$700.00	0.00			
N 9	METRC	10/16/14	10/16/14	CBS This Morning	7-9am		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	---T---				1	\$325.00	0.00			
N 10	METRC	10/22/14	10/23/14	CBS This Morning	7-9am		:30				NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	--WT---				2	\$325.00	0.00			
N 11	METRC	10/21/14	10/23/14	WREG-TV First News @ 4pr4-5pm			:30				NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	-T-T---				2	\$375.00	0.00			

(\* 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 Broadcasting does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
774678 /	wo#3872 actg#308

Contract Dates	Product	Estimate #
10/13/14 - 10/26/14	Vote - Fall,2014	

Advertiser	Original Date / Revision
Red,White & Food	10/03/14 / 10/10/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 12	METRC	10/15/14	10/15/14	WREG-TV News 3 @ 5pm	5-5:30pm		:30				NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	--W----				1	\$725.00	0.00			
N 13	METRC	10/20/14	10/22/14	WREG-TV News 3 @ 5pm	5-5:30pm		:30				NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	M-W----				2	\$725.00	0.00			
N 14	METRC	10/20/14	10/23/14	Late Night with David Letterm	10:35-11:35pm		:30				NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	M-W----				2	\$375.00	0.00			
N 15	METRC	10/20/14	10/22/14	WREG-TV Closed Caption	10-10:35pm		:30				NM	2	\$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:		10/20/14	10/26/14	M-W----				2	\$1,250.00	0.00			
N 16	METRC	10/26/14	10/26/14	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	-----S				1	\$1,125.00	0.00			
N 17	METRC	10/26/14	10/26/14	CBS Sunday Morning	8-9:30am		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/20/14	10/26/14	-----S				1	\$800.00	0.00			
N 18	METRC	10/14/14	10/14/14	Young and the Restless	11am-Noon		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	-T-----				1	\$600.00	0.00			
N 19	METRC	10/13/14	10/14/14	M-F 1p-2p	1p-2p		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	MT-----				2	\$400.00	0.00			
N 20	METRC	10/13/14	10/14/14	LIVE at 9	9-10am		:30				NM	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:		10/13/14	10/19/14	MT-----				2	\$250.00	0.00			
N 21	METRC	10/13/14	10/14/14	Inside Edition/Jeopardy	3-4pm		:30				NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	MT-----				2	\$325.00	0.00			
N 22	METRC	10/14/14	10/14/14	CBS This Morning	7-9am		: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:		10/13/14	10/19/14	-T-----				1	\$400.00	0.00			
N 23	METRC	10/13/14	10/14/14	WREG-TV News 3 Daybreak	6-7am		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	-T-----				1	\$800.00	0.00			
N 24	METRC	10/13/14	10/14/14	WREG-TV News 3 @ 6pm	6-6:30pm		:30				NM	2	\$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:		10/13/14	10/19/14	MT-----				2	\$1,000.00	0.00			
N 25	METRC	10/13/14	10/14/14	WREG-TV News 3 @ 5pm	5-5:30pm		:30				NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	-T-----				1	\$875.00	0.00			
N 26	METRC	10/13/14	10/14/14	Late Night with David Letterm	10:35-11:35pm		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	MT-----				2	\$450.00	0.00			
N 27	METRC	10/14/14	10/14/14	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	-T-----				1	\$1,600.00	0.00			
<b>Totals</b>										<b>0.00</b>		<b>42</b>	<b>\$23,800.00</b>

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10/13/14 - 10/26/14	Vote - Fall,2014	

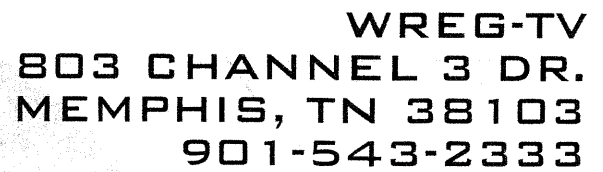
<u>Advertiser</u>	<u>Original Date / Revision</u>
Red,White & Food	10/03/14 / 10/10/14

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/26/14	42	\$23,800.00	\$23,800.00
<b>Totals</b>	42	\$23,800.00	\$23,800.00

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

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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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