

CONTRACT



WALA
1501 Satchel Paige Dr
Mobile, AL 36606
Sales T&C: www.gray.tv/advertising
(251) 434-1010

<u>Contract / Revision</u> 3507063 /		<u>Alt Order #</u> WOC14609456
<u>Advertiser</u> Brewbaker for Congress		<u>Original Date / Revision</u> 04/03/24 / 04/03/24
<u>Contract Dates</u> 04/03/24 - 04/16/24	<u>Estimate #</u> 230	
<u>Product</u> Primary		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WALA	<u>Account Executive</u> Mobile House	<u>Sales Office</u> Mobile National
<u>Special Handling</u>		
<u>Demographic</u> Households		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 204.26
<u>Agcy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u> 35
<u>Agency Ref</u> 151569	<u>Advertiser Ref</u> 627839	

And:

Bullhorn Communications - Omaha
5016 Webster St
Omaha, NE 68132

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WALA	04/03/24	04/16/24	M-F 5a News	5:00 AM-5:30 AM		:30			P-02		NM	6	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	04/01/24	04/07/24	--WTF--				2	\$160.00		1.27			
	Week:	04/08/24	04/14/24	MTWTF--				3	\$160.00		1.27			
	Week:	04/15/24	04/21/24	MT-----				1	\$160.00		1.27			
N 2	WALA	04/03/24	04/16/24	M-F 530a News	5:30 AM-6:00 AM		:30			P-02		NM	6	\$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:	04/01/24	04/07/24	--WTF--				2	\$200.00		1.44			
	Week:	04/08/24	04/14/24	MTWTF--				2	\$200.00		1.44			
	Week:	04/15/24	04/21/24	MT-----				2	\$200.00		1.44			
N 3	WALA	04/03/24	04/16/24	M-F 6a News	6:00 AM-6:30 AM		:30			P-02		NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	04/01/24	04/07/24	--WTF--				2	\$350.00		2.18			
	Week:	04/08/24	04/14/24	MTWTF--				3	\$350.00		2.18			
	Week:	04/15/24	04/21/24	MT-----				1	\$350.00		2.18			
N 4	WALA	04/03/24	04/16/24	M-F 630a News	6:30 AM-7:00 AM		:30			P-02		NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	04/01/24	04/07/24	--WTF--				2	\$350.00		2.25			
	Week:	04/08/24	04/14/24	MTWTF--				4	\$350.00		2.25			
	Week:	04/15/24	04/21/24	MT-----				1	\$350.00		2.25			
N 5	WALA	04/03/24	04/16/24	M-F 7a News	7:00 AM-7:30 AM		:30			P-02		NM	8	\$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:	04/01/24	04/07/24	--WTF--				2	\$350.00		2.87			
	Week:	04/08/24	04/14/24	MTWTF--				4	\$350.00		2.87			
	Week:	04/15/24	04/21/24	MT-----				2	\$350.00		2.87			
N 6	WALA	04/03/24	04/16/24	M-F 730a News	7:30 AM-8:00 AM		:30			P-02		NM	8	\$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:	04/01/24	04/07/24	--WTF--				2	\$350.00		2.97			
	Week:	04/08/24	04/14/24	MTWTF--				4	\$350.00		2.97			
	Week:	04/15/24	04/21/24	MT-----				2	\$350.00		2.97			
N 7	WALA	04/03/24	04/16/24	M-F 8a News	8:00 AM-8:30 AM		:30			P-02		NM	8	\$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:	04/01/24	04/07/24	--WTF--				2	\$350.00		2.82			
	Week:	04/08/24	04/14/24	MTWTF--				4	\$350.00		2.82			

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

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<u>Advertiser</u> Brewbaker for Congress		<u>Original Date / Revision</u> 04/03/24 / 04/03/24
<u>Contract Dates</u> 04/03/24 - 04/16/24	<u>Product</u> Primary	<u>Estimate #</u> 230

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	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>			
Week:		04/15/24	04/21/24	MT-----				2	\$350.00		2.82			
N 8	WALA	04/03/24	04/16/24	M-F 830a News	8:30 AM-9:00 AM		:30			P-02		NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/01/24	04/07/24	--WTF--				2	\$350.00		2.61			
Week:		04/08/24	04/14/24	MTWTF--				4	\$350.00		2.61			
Week:		04/15/24	04/21/24	MT-----				1	\$350.00		2.61			
N 9	WALA	04/03/24	04/16/24	Studio 10	9:00 AM-10:00 AM		:30			P-02		NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/01/24	04/07/24	--WTF--				3	\$150.00		1.66			
Week:		04/08/24	04/14/24	MTWTF--				5	\$150.00		1.66			
Week:		04/15/24	04/21/24	MT-----				2	\$150.00		1.66			
N 10	WALA	04/03/24	04/15/24	M-F 4p News	4:00 PM-4:30 PM		:30			P-02		NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/01/24	04/07/24	--WTF--				2	\$300.00		1.56			
Week:		04/08/24	04/14/24	MTWTF--				2	\$300.00		1.56			
Week:		04/15/24	04/21/24	M-----				1	\$300.00		1.56			
N 11	WALA	04/03/24	04/15/24	M-F 530p News	5:30 PM-6:00 PM		:30			P-02		NM	7	\$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:		04/01/24	04/07/24	--WTF--				2	\$400.00		3.10			
Week:		04/08/24	04/14/24	MTWTF--				4	\$400.00		3.10			
Week:		04/15/24	04/21/24	M-----				1	\$400.00		3.10			
N 12	WALA	04/03/24	04/15/24	M-F 1030p-11p	10:30 PM-11:00 P		:30			P-02		NM	6	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/01/24	04/07/24	--WTF--				2	\$125.00		0.95			
Week:		04/08/24	04/14/24	MTWTF--				3	\$125.00		0.95			
Week:		04/15/24	04/21/24	M-----				1	\$125.00		0.95			
N 13	WALA	04/03/24	04/13/24	Sa 8a News	8:00 AM-8:30 AM		:30			P-02		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:		04/01/24	04/07/24	-----S-				1	\$250.00		1.70			
Week:		04/08/24	04/14/24	-----S-				1	\$250.00		1.70			
N 14	WALA	04/03/24	04/13/24	Sa 830a News	8:30 AM-9:00 AM		:30			P-02		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:		04/01/24	04/07/24	-----S-				1	\$250.00		1.88			
Week:		04/08/24	04/14/24	-----S-				1	\$250.00		1.88			
N 15	WALA	04/03/24	04/14/24	Su 930-10p	9:30 PM-10:00 PM		:30			P-02		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:		04/01/24	04/07/24	-----S				1	\$400.00		3.00			
Week:		04/08/24	04/14/24	-----S				1	\$400.00		3.00			
N 16	WALA	04/03/24	04/14/24	Su 1030p-11p	10:30 PM-11:00 P		:30			P-02		NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/01/24	04/07/24	-----S				1	\$60.00		2.09			
Week:		04/08/24	04/14/24	-----S				1	\$60.00		2.09			
N 17	WALA	04/03/24	04/14/24	Su 11p-1130p	11:00 PM-11:30 P		:30			P-02		NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/01/24	04/07/24	-----S				1	\$60.00		1.24			
Week:		04/08/24	04/14/24	-----S				1	\$60.00		1.24			
Totals											204.26	94	\$26,150.00	

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<u>Contract Dates</u> 04/03/24 - 04/16/24	<u>Product</u> Primary	<u>Estimate #</u> 230
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Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/01/24 -04/16/24	94	\$26,150.00	(\$3,922.50)	\$22,227.50
Totals	94	\$26,150.00	(\$3,922.50)	\$22,227.50

Signature: _____ **Date:** _____

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