

CONTRACT



WMC
1960 Union Avenue
Memphis, TN 38104
Sales T&C: <http://bit.ly/2FYavgw>
(901) 726-0555

<u>Contract / Revision</u> 1923868 /		<u>Alt Order #</u> 08967609
<u>Advertiser</u> POL/Lee, Bill/R/Governor/TN		<u>Original Date / Revision</u> 02/16/18 / 06/20/18
<u>Contract Dates</u> 07/17/18 - 07/23/18	<u>Estimate #</u> 717723	
<u>Product</u> LEE 7.17-7.23		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WMC	<u>Account Executive</u> Jim Quinn	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 36.80
<u>Agy Code</u> 1046	<u>Advertiser Code</u> LEE	<u>Product 1/2</u> ORDR
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Smart Media Group, LLC
1427 Leslie Avenue
Alexandria, VA 22301

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
D 1	WMC	07/17/18	07/17/18	Action News 5 @ 4p	4-5p		:30				NM	0	\$0.00
N 2	WMC	07/19/18	07/19/18	Action News 5 @ 5p	5-530p		: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:		07/16/18	07/22/18	---1---	1			\$200.00	5.10				
D 3	WMC	07/20/18	07/20/18	Action News 5 @ 5p	5-530p		:30				NM	0	\$0.00
D 4	WMC	07/23/18	07/23/18	Action News 5 @ 5p	5-530p		:30				NM	0	\$0.00
D 5	WMC	07/18/18	07/18/18	Action News 5 @ 5a	5-6a		:30				NM	0	\$0.00
D 6	WMC	07/20/18	07/20/18	Action News 5 @ 5a	5-6a		:30				NM	0	\$0.00
D 7	WMC	07/23/18	07/23/18	Action News 5 @ 5a	5-6a		:30				NM	0	\$0.00
D 8	WMC	07/18/18	07/18/18	Action News 5 @ 6a	6-7a		:30				NM	0	\$0.00
D 9	WMC	07/20/18	07/20/18	Action News 5 @ 6a	6-7a		:30				NM	0	\$0.00
D 10	WMC	07/23/18	07/23/18	Action News 5 @ 6a	6-7a		:30				NM	0	\$0.00
N 11	WMC	07/17/18	07/17/18	Action News 5 @ 6p	6-630p		: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:		07/16/18	07/22/18	-1-----	1			\$350.00	6.30				
D 12	WMC	07/23/18	07/23/18	Action News 5 @ 4p	4-5p		:30				NM	0	\$0.00
D 13	WMC	07/18/18	07/18/18	Action News 5 @ 6p	6-630p		:30				NM	0	\$0.00
D 14	WMC	07/20/18	07/20/18	Action News 5 @ 6p	6-630p		:30				NM	0	\$0.00
N 15	WMC	07/17/18	07/17/18	Wheel of Fortune	630-7p		:30				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		07/16/18	07/22/18	-1-----	1			\$475.00	8.10				
D 16	WMC	07/18/18	07/18/18	Wheel of Fortune	630-7p		:30				NM	0	\$0.00
D 17	WMC	07/19/18	07/19/18	Wheel of Fortune	630-7p		:30				NM	0	\$0.00
N 18	WMC	07/20/18	07/20/18	Wheel of Fortune	630-7p		:30				NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		07/16/18	07/22/18	----1--	1			\$475.00	8.10				
D 19	WMC	07/23/18	07/23/18	Wheel of Fortune	630-7p		:30				NM	0	\$0.00
D 20	WMC	07/20/18	07/20/18	Dateline NBC	9-10p		:30				NM	0	\$0.00

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

All broadcast and digital advertising placed with station are governed by and subject to the Station's Advertising Terms and Conditions, which can be reviewed at the Sales T&Cs link located next to the Station's address at the top of the page. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conditions conflict with Station's Advertising Terms and Conditions, linked above.

Station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
D 21	WMC	07/18/18	07/18/18	America's Got Talent	7-8p		:30				NM	0	\$0.00
D 22	WMC	07/17/18	07/17/18	World of Dance	9-10p		:30				NM	0	\$0.00
D 23	WMC	07/17/18	07/17/18	Ellen	2-3p		:30				NM	0	\$0.00
D 24	WMC	07/23/18	07/23/18	Midnight, Texas	9-10p		:30				NM	0	\$0.00
D 25	WMC	07/23/18	07/23/18	American Ninja Warrior	7-9p		:30				NM	0	\$0.00
D 26	WMC	07/21/18	07/21/18	Dateline Saturday Night M	7-9p		:30				NM	0	\$0.00
D 27	WMC	07/19/18	07/19/18	The Wall	8-9p		:30				NM	0	\$0.00
D 28	WMC	07/18/18	07/18/18	Law & Order: SVU	9-10p		:30				NM	0	\$0.00
N 29	WMC	07/17/18	07/17/18	America's Got Talent	7-9p		:30				NM	1	\$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:		07/16/18	07/22/18	-2-----	2	\$1,450.00	9.20						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WMC	07/16/18-07/22/18		America's Got Talent	7-9p	-Tu-----	:30	\$1,450.00	9.20	NM			
Credited													
D 30	WMC	07/18/18	07/18/18	Ellen	2-3p		:30				NM	0	\$0.00
D 31	WMC	07/19/18	07/19/18	Ellen	2-3p		:30				NM	0	\$0.00
D 32	WMC	07/20/18	07/20/18	Ellen	2-3p		:30				NM	0	\$0.00
D 33	WMC	07/23/18	07/23/18	Ellen	2-3p		:30				NM	0	\$0.00
D 34	WMC	07/22/18	07/22/18	Action News Sunday @ 8a	8-9a		:30				NM	0	\$0.00
D 35	WMC	07/17/18	07/17/18	Action News 5 @ 5p	5-530p		:30				NM	0	\$0.00
Totals								36.80				5	\$2,950.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/25/18 - 07/20/18	5	\$2,950.00	(\$442.50)	\$2,507.50
Totals	5	\$2,950.00	(\$442.50)	\$2,507.50

Signature: _____ Date: _____

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