

# CONTRACT



**WSIL-TV**  
**1416 Country Aire Drive**  
**Carterville, IL 62918**  
**(618) 985-2333**

[www.wsiltv.com](http://www.wsiltv.com)

And:

**Shorr Johnson Magnus**  
**100 North 20th Street**  
**Suite 201**  
**Philadelphia, PA 19103**

<u>Contract / Revision</u> 10621 /		<u>Alt Order #</u> 26212110
<u>Product</u> <b>General Election</b>		
<u>Contract Dates</u> <b>10/02/18 - 10/08/18</b>		<u>Estimate #</u> <b>331</b>
<u>Advertiser</u> <b>Pritzker-Gov IL</b>		<u>Original Date / Revision</u> 10/01/18 / 10/01/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WSIL-TV</b>	<u>Account Executive</u> Katz Washington DC	<u>Sales Office</u> National Politica
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u> 2	<u>Product Code</u> 17
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	10/02/18	10/02/18	M-F 11a-12p	11a-12p		1:00			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/18	10/07/18	-T-----				1	\$50.00			
2	3	10/03/18	10/03/18	M-F 11a-12p	11a-12p		1:00			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/18	10/07/18	--W----				1	\$50.00			
3	3	10/04/18	10/04/18	M-F 11a-12p	11a-12p		1:00			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/18	10/07/18	---T---				1	\$50.00			
4	3	10/05/18	10/05/18	M-F 11a-12p	11a-12p		1:00			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/18	10/07/18	----F--				1	\$50.00			
5	3	10/08/18	10/08/18	M-F 11a-12p	11a-12p		1:00			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/18	10/14/18	M-----				1	\$50.00			
6	3	10/02/18	10/02/18	M-F 10a-11a	10a-11a		1:00			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/18	10/07/18	-T-----				1	\$90.00			
7	3	10/03/18	10/03/18	M-F 10a-11a	10a-11a		1:00			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/18	10/07/18	--W----				1	\$90.00			
8	3	10/04/18	10/04/18	M-F 10a-11a	10a-11a		1:00			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/18	10/07/18	---T---				1	\$90.00			
9	3	10/05/18	10/05/18	M-F 10a-11a	10a-11a		1:00			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/18	10/07/18	----F--				1	\$90.00			
10	3	10/08/18	10/08/18	M-F 10a-11a	10a-11a		1:00			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/18	10/14/18	M-----				1	\$90.00			
<b>Totals</b>											<b>10</b>	<b>\$700.00</b>

(\* 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. Two week advance cancellation notice is required unless otherwise specified.



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<u>Contract / Revision</u> 10621 /		<u>Alt Order #</u> 26212110
<u>Contract Dates</u> <b>10/02/18 - 10/08/18</b>	<u>Product</u> General Election	<u>Estimate #</u> <b>331</b>
<u>Advertiser</u> <b>Pritzker-Gov IL</b>		<u>Original Date / Revision</u> 10/01/18 / 10/01/18

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/08/18	10	\$700.00	(\$105.00)	\$595.00
<b>Totals</b>	<b>10</b>	<b>\$700.00</b>	<b>(\$105.00)</b>	<b>\$595.00</b>

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

WSIL-TV does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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