

CONTRACT

WMC
1960 Union Avenue
Memphis, TN 38104
(901) 726-0555

And:

Canal Partners Media
Attention: Amy Mills
25 Whitlock Place SW, Suite 201
Marietta, GA 30064

Contract / Revision 1377023 /		Alt Order # 07877612
Product AC WHARTON FOR MEMPHIS MAYOR 2914		
Contract Dates 09/28/15 - 10/04/15		Estimate # 2914
Advertiser POL/Wharton, AC/Mayor		Original Date / Revision 09/23/15 / 09/24/15
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WMC	Account Executive Jim Quinn	Sales Office Telerep-Philade
Special Handling Cash In Advance		
Demographic Adults 35+		
IDB# TV13041	Advertiser Code 477	Product Code 570
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WMC	09/28/15	10/02/15	M-F Late News	M-F 10-1035p		:30				NM	3	\$1,725.00
				ACTION NEWS 5 AT 10PM									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/28/15	10/04/15	MTWTF--				3	\$575.00				
2	WMC	09/28/15	10/02/15	The Tonight Show	1035-1135p		:30				NM	2	\$600.00
				TONITE SHOW-NBC<									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/28/15	10/04/15	MTWTF--				2	\$300.00				
3	WMC	09/28/15	10/02/15	Action News 5 @ 6a	6-7a		:30				NM	3	\$735.00
				ACTION NEWS-6AM<									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/28/15	10/04/15	MTWTF--				3	\$245.00				
4	WMC	09/28/15	10/02/15	M-F Wheel of Fortune	M-F 630-7p		:30				NM	3	\$1,845.00
				WHEEL-FORTUNE<									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/28/15	10/04/15	MTWTF--				3	\$615.00				
5	WMC	09/28/15	10/02/15	NBC Today Show	7-9a		:30				NM	1	\$195.00
				TODAY SHOW<									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/28/15	10/04/15	MTWTF--				1	\$195.00				
6	WMC	09/28/15	10/02/15	Today Show II	9-10a		:30				NM	2	\$230.00
				TODAY SHOW2-NBC<									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/28/15	10/04/15	MTWTF--				2	\$115.00				
7	WMC	09/28/15	09/28/15	The Voice	MON 7-9p		:30				NM	1	\$2,700.00
				VOICE-NBC									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/28/15	10/04/15	1-----				1	\$2,700.00				
8	WMC	10/04/15	10/04/15	Action News Sunday @ 8a	SUN 8-9a		:30				NM	1	\$115.00
				ACTION5-TODAY									

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Contract / Revision	Alt Order #
1377023 /	07877612

Contract Dates	Product	Estimate #
09/28/15 - 10/04/15	AC WHARTON FOR ME	2914

Advertiser	Original Date / Revision
POL/Wharton, AC/Mayor	09/23/15 / 09/24/15

*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>				
Week:		09/28/15	10/04/15	-----1				1	\$115.00				
9	WMC	09/30/15	09/30/15	Law & Order: SVU	WED 8-9p		:30				NM	1	\$1,425.00
LAW & ORDER													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	--1----				1	\$1,425.00				
10	WMC	09/28/15	10/02/15	Action News 5 @ 4p	4-5p		:30				NM	1	\$105.00
ACTION NEWS5@4PM<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	MTWTF--				1	\$105.00				
11	WMC	09/28/15	10/02/15	M-F Action News 5 @ 5p	M-F 5-530p		:30				NM	2	\$650.00
ACTION NEWS-5PM<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	MTWTF--				2	\$325.00				
N 12	WMC	09/28/15	10/02/15	M-F Action News 5 @ 6p	M-F 6-630p		:30				NM	3	\$1,290.00
ACTION NEWS-6PM<													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	MTWTF--				3	\$430.00				
13	WMC	09/28/15	10/02/15	Action News 5 @ 5a	5-6a		:30				NM	1	\$115.00
NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	MTWTF--				1	\$115.00				
N 14	WMC	10/02/15	10/02/15	Dateline	FRI 8-10p		:30				NM	1	\$450.00
DATELINE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	----1--				1	\$450.00				
15	WMC	09/29/15	09/29/15	The Voice	TUE 8-10p		:30				NM	1	\$2,250.00
THE VOICE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	-1-----				1	\$2,250.00				
16	WMC	09/28/15	10/02/15	M-F Late News	M-F 10-1035p		:30				NM	1	\$575.00
ACTION NEWS 5 AT 10PM - LUR REBATE MAKEGOOD FOR AUG15													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	MTWTF--				1	\$575.00				
17	WMC	09/28/15	10/02/15	NBC Today Show	7-9a		:30				NM	2	\$390.00
TODAY SHOW< - LUR REBATE MAKEGOOD FOR AUG15													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	MTWTF--				2	\$195.00				
18	WMC	09/28/15	10/02/15	M-F Action News 5 @ 5p	M-F 5-530p		:30				NM	1	\$325.00
NEWS - LUR REBATE MAKEGOOD FOR AUG15													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	MTWTF--				1	\$325.00				
N 19	WMC	09/28/15	10/02/15	M-F Action News 5 @ 6p	M-F 6-630p		:30				NM	1	\$430.00
NEWS - LUR REBATE MAKEGOOD FOR AUG15													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/28/15	10/04/15	MTWTF--				1	\$430.00				
Totals												31	\$16,150.00

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<u>Contract / Revision</u>	<u>Alt Order #</u>
1377023 /	07877612

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/28/15 - 10/04/15	AC WHARTON FOR ME	2914

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Wharton, AC/Mayor	09/23/15 / 09/24/15

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/15 - 10/04/15	31	\$16,150.00	(\$2,422.50)	\$13,727.50
Totals	31	\$16,150.00	(\$2,422.50)	\$13,727.50

Signature: _____ **Date:** _____

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REP HEADLINE# 7877612 TRF# 1377023
\$\$\$ MOD# 0 : UNAPPROVED REV #3 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-7233
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM STATION SEP24/15 11.40
*** WMC-TV ***

ADV # _____ ADV. NAME POLI/A WHARTON/D/MYR/TN REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME CANAL PARTNERS MEDIA BUYER NAME AMY MILLS

25 WHITLOCK PLACE, SW
MARIETTA, GA 30064
SALES PRSN PH- JIM QUINN

ORDER # _____ CONTRACT # 7877612 CLASS: NATL. LOCAL REGIONAL

PRDCT AC WHARTON FOR MAYOR EST#2914 COMMENTS: (LINE, ORDER, INVOICE)

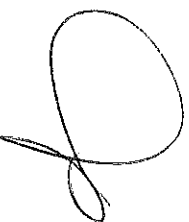
FLIGHT DATES SEP28/15 OCT4/15 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP24/15 11.40

REP: NTE CHANGE TO LINE 20. MOVED THE SPOT FROM 530-6P TO 6-630P. THE LTR
VALUE CHANGES TO \$430. THE OVERALL TOTAL ON YOUR END SHOULD BE \$16150.

STA: 9/19/15
SEE ML-M2 TP AND PROGRAM CHANGES ONLY.
SPOTS PREBOOKED.

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ALL INVOICES ARE TO BE SENT TO:
25 WHITLOCK PLACE, SW
SUITE 201
MARIETTA, GA 30064



LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 477
AGENCY PRODUCT CODE = 570
AGENCY EST# = 2914

1			1000P-1035P	30		\$575.00	9/28	10/2	3		M-F	3
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PROGRAM : ACTION NEWS 5 AT 10PM
ORD COM1 : REVISED RATE. ADD 1X
CON COM1 : ACTION NEWS 5 AT 10PM

9/24/15

FAX# 610-225-7233
CREDIT RISK !!
HARRIS REPORT FROM STATION SEP24/15 11.40
RECAP *** WMC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1035P-1135P	30	4	\$300.00	9/28	10/2	2		M-F	2
PROGRAM : TONITE SHW-NBC< ORD COM1 : RATE REDUCED TO \$300 LUR CON COM1 : TONITE SHW-NBC<												
3			600A-700A	30	4	\$245.00	9/28	10/2	3		M-F	3
PROGRAM : ACTION NWS-6AM< ORD COM1 : REVISED RATE. ADD 1X CON COM1 : ACTION NWS-6AM<												
4			630P-700P	30	4	\$615.00	9/28	10/2	3		M-F	3
PROGRAM : WHEEL-FORTNE< ORD COM1 : REVISED RATE CON COM1 : WHEEL-FORTNE<												
5			700A-900A	30	4	\$195.00	9/28	10/2	1		M-F	1
PROGRAM : TODAY SHW< ORD COM1 : REVISED RATE CON COM1 : TODAY SHW<												
6			900A-1000A	30	4	\$115.00	9/28	10/2	2		M-F	2
PROGRAM : TODAY SHW2-NBC< ORD COM1 : REVISED RATE. ADD 1X CON COM1 : TODAY SHW2-NBC<												
7			700P-900P	30	3	\$2,700.00	9/28	9/28	1		MON	1
PROGRAM : VOICE-NBC CON COM1 : VOICE-NBC												
8			800A-900A	30	4	\$115.00	10/4	10/4	1		SUN	1
PROGRAM : ACTIONS-TODAY ORD COM1 : REVISED RATE CON COM1 : ACTIONS-TODAY												
9			900P-1000P	30		\$2,250.00	9/29	9/29	0		TUE	0
PROGRAM : CHICAGO FIRE ORD COM1 : SPOT NA CON COM1 : CHICAGO FIRE												

REP HEADLINE# 7877612 TRF# 1377023
 \$\$\$ MOD# 0 : UNAPPROVED REV #3 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-7233
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM STATION SEP24/15 11.40
 RECAP ** WMC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
9			800P-900P	30	3	\$1,425.00	9/30	9/30	1		WED	1
			PROGRAM : LAW & ORDER									
			CON COM1 : LAW & ORDER									
10			400P-500P	30	4	\$105.00	9/28	10/2	1		M-F	1
			PROGRAM : ACTN NWS@4PM<									
			ORD COM1 : REVISED RATE									
			CON COM1 : ACTN NWS@4PM<									
11			500P-530P	30	4	\$325.00	9/28	10/2	2		M-F	2
			PROGRAM : ACTION NWS-5PM<									
			ORD COM1 : REVISED RATE									
			CON COM1 : ACTION NWS-5PM<									
12			600P-630P	30	4	\$430.00	9/28	10/2	3		M-F	3
			PROGRAM : ACTION NWS-6PM<									
			ORD COM1 : REVISED RATE. 1X ADDED									
			CON COM1 : ACTION NWS-6PM<									
13			900P-1000P	30		\$450.00	10/2	10/2	0		FRI	0
			PROGRAM : DATELINE									
			ORD COM1 : ADD TO SKED									
			CON COM1 : DATELINE									
14			500A-600A	30	4	\$115.00	9/28	10/2	1		M-F	1
			PROGRAM : NEWS									
			ORD COM1 : ADD TO SKED									
			CON COM1 : NEWS									
15			900P-1000P	30		\$450.00	10/2	10/2	0		FRI	0
			PROGRAM : DATELINE									
			ORD COM1 : ADD TO SKED									
			CON COM1 : DATELINE									

THIS IS A MAKE-GOOD FOR SEP28 ON LINE-13 FOR 3 SPOTS/WK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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14			22 800P-1000P	30	4	\$450.00	10/2	10/2	1		FRI	1
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PROGRAM : DATELINE
 ORD COM1 : TP CHANGE ONLY.
 ORD COM2 : SPOT PREBOOKED IN CORRECT PROGRAMMING.
 THIS IS A MAKE-GOOD FOR OCT2 ON LINE-15 FOR 1 SPOT/WK

15			16 800P-1000P	30	3	\$2,250.00	9/29	9/29	1		TUE	1
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PROGRAM : THE VOICE
 ORD COM1 : ADD TO SKED
 CON COM1 : THE VOICE

16			17 1000P-1035P	30	4	\$575	9/28	10/2	1		M-F	1
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PROGRAM : ACTION NEWS 5 AT 10PM
 ORD COM1 : ADD OF LUR REBATE MG SCHEDULE FOR AUGUST
 CON COM1 : LUR VALUE = \$575

17			18 700A-900A	30	4	\$195	9/28	10/2	2		M-F	2
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PROGRAM : TODAY SHW<
 ORD COM1 : ADD OF LUR REBATE MG SCHEDULE FOR AUGUST
 CON COM1 : LUR VALUE = \$195

18			19 500P-530P	30	4	\$325	9/28	10/2	1		M-F	1
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PROGRAM : NEWS
 ORD COM1 : ADD OF LUR REBATE MG SCHEDULE FOR AUGUST
 CON COM1 : LUR VALUE = \$325

19			20 TZ 600P-630P	30		\$430	9/28	10/2	1		M-F	1
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PROGRAM : NEWS
 ORD COM1 : SPOT MOVED TO 6P NEWS PER BUYER. RATE ADJUSTED TO LUR \$430
 CON COM1 : LUR VALUE = \$430

OCT/15			14430.00									14430.00
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MARKET TOTALS \$40,616 WMC 30% WHBQ 17% WREG 39% WATN 8% WINT 6% WPXX 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

CONTRACT TOTAL 14430.00
 TOTAL SPOTS 31

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐**FEDERAL CANDIDATE**☒**STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
WMC - TV Memphis, TN	08/07/2015

I, Gail Philipson,being/on behalf of: Wharton, AC, Jr., a legallyqualified candidate of the Non-Partisan politicalparty for the office of: Mayor of Memphis, TNin the Generalelection to be held on: 10/08/2015

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

SEE ATTACHED

Date of First Broadcast: 09/28/2015

Date of Last Broadcast: 10/04/2015

Total Charges: \$*****10,357.25 NET



I represent that the payment for the above described broadcast time has been furnished by:

Friends of AC Wharton

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Ruby Wharton, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

08/07/2015

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

