

CONTRACT

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

And:

Sutton Reid Advertising
Attention: Steven Reid
254 Court Ave, Floor 1
Memphis, TN 38103

<u>Contract / Revision</u> 1378567 /		<u>Alt Order #</u>
<u>Product</u> JIM STRICKLAND FOR MEMPHIS MAYOR 2015-162		
<u>Contract Dates</u> 09/28/15 - 10/04/15		<u>Estimate #</u> 2015-162
<u>Advertiser</u> POL/Strickland, Jim/Mayor/Memphis		<u>Original Date / Revision</u> 09/22/15 / 09/22/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WMC	<u>Account Executive</u> House House	<u>Sales Office</u> WMC-Memphis
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<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	WMC	09/28/15	10/02/15	Action News 5 @ 5a	5-6a		:30				NM	6	\$690.00
		ACTION 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--				6	\$115.00				
N 2	WMC	09/28/15	10/02/15	Action News 5 @ 6a	6-7a		:30				NM	6	\$1,470.00
		ACTION 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--				6	\$245.00				
N 3	WMC	09/28/15	10/02/15	NBC Today Show	7-9a		:30				NM	8	\$1,560.00
		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--				8	\$195.00				
N 4	WMC	09/28/15	10/02/15	Today Show II	9-10a		:30				NM	6	\$690.00
		TODAY SHOW II											
		<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--				6	\$115.00				
N 5	WMC	09/28/15	10/02/15	Today Show III	10-11a		:30				NM	4	\$420.00
		TODAY SHOW III											
		<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--				4	\$105.00				
N 6	WMC	09/28/15	10/02/15	Action News 5 @ 12p	12-1230p		:30				NM	6	\$690.00
		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--				6	\$115.00				
N 7	WMC	09/28/15	10/02/15	Action News 5 @ 4p	4-5p		:30				NM	6	\$630.00
		AFTERNOON 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--				6	\$105.00				
N 8	WMC	09/28/15	10/02/15	M-F Action News 5 @ 5p	M-F 5-530p		:30				NM	4	\$1,300.00
		NEWS											

(* 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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and Internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This 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.



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

<u>Contract / Revision</u>	<u>Alt Order #</u>
1378567 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/28/15 - 10/04/15	JIM STRICKLAND FOR	2015-162

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Strickland, Jim/Mayr	09/22/15 / 09/22/15

*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	MTWTF--				4	\$325.00				
N 9	WMC	09/28/15	10/02/15	M-F Action News 5 @ 6p	M-F 6-630p		:30				NM	4	\$1,720.00
		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--				4	\$430.00				
N 10	WMC	09/28/15	10/02/15	M-F Wheel of Fortune	M-F 630-7p		:30				NM	3	\$1,845.00
		WHEEL OF 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				
N 11	WMC	09/28/15	10/02/15	M-F Late News	M-F 10-1035p		:30				NM	6	\$3,450.00
		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--				6	\$575.00				
N 12	WMC	10/03/15	10/03/15	SAT Late News	SAT 10-1030p		:30				NM	1	\$275.00
		SAT-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	-----S-				1	\$275.00				
N 13	WMC	10/04/15	10/04/15	Late News Following NFL	SUN 1030-11p		:30				NM	1	\$500.00
		SUN-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	-----S				1	\$500.00				
N 14	WMC	09/28/15	10/02/15	The Tonight Show	1035-1135p		:30				NM	5	\$1,500.00
		TONIGHT 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--				5	\$300.00				
N 15	WMC	10/01/15	10/01/15	The Player	THU 9-10p		:30				NM	1	\$650.00
		THE PLAYER											
		<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	---T---				1	\$650.00				
Totals												67	\$17,390.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/15 - 10/04/15	67	\$17,390.00	(\$2,608.50)	\$14,781.50
Totals	67	\$17,390.00	(\$2,608.50)	\$14,781.50

Signature: _____ Date: _____

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Broadcast

Sutton/Reid Advertising
254 Court Avenue, Floor 1
Memphis, TN 38103
(901) 522-8640 Phone
(901) 529-9101 Fax

Order # 2015-162

1378567

Station: WMC-TV Date: 09/21/15

Contact: Ross White

Client: Jim Strickland for Mayor

Flight: September 28 – October 4

all pg. ok - AW

WMC-TV 5			:30		
ACTION NEWS	M-F	5-6A	6	\$115.00 (4)	\$690.00
ACTION NEWS	M-F	6-7A	6	\$245.00 (4)	\$1,470.00
TODAY'S SHOW	M-F	7A-9A	8	\$195.00 (4)	\$1,560.00
TODAY'S SHOW	M-F	9-10A	6	\$115.00 (4)	\$690.00
+ TODAY'S SHOW	M-F	10A-11A	4	\$105.00 (4)	\$420.00
NEWS	M-F	12-12:30P	6	\$115.00 (4)	\$690.00
Afternoon News	M-F	4-5P	6	\$105.00 (4)	\$630.00
NEWS	M-F	5-5:30P	4	\$325.00 (4)	\$1,300.00
NEWS	M-F	6-6:30P	4	\$430.00 (4)	\$1,720.00
WHEEL OF FORT	M-F	6:30-7P	3	\$615.00 (4)	\$1,845.00
News	M-F	10-10:30P	6	\$575.00 (4)	\$3,450.00
Sat-News	Sat	10-10:30	1	\$275.00 (4)	\$275.00
Sun-News	Sun	10:35P	1	\$500.00 (4)	\$500.00
TONIGHT SHOW	M-F	10:35-1135	5	\$300.00 (4)	\$1,500.00
The Player	Thurs	9-10P	1	\$650.00 (4)	\$650.00
TOTAL					\$17,390.00

Instructions: Check will be ready to pick-up by Noon on Wednesday. Please run "With Your Vote" at 100% of the buy.

1. This order must be signed and returned.
2. Affidavits must be submitted.
3. Agency must be notified of any changes in the schedule prior to spot running.
4. There will be no charge for any spots running due to station error.
5. A make good will be provided for any station mistakes of running the wrong spot or missing a scheduled spot.

Total Contract Cost \$17,390

Less 15% agency fee.

Per Steven Reid

Please sign and fax back.



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:
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I, Steven Reid

being/on behalf of: Jim Strickland

a legally qualified candidate of the ~~Memphis Mayor~~ N/A

political party for the office of: Memphis Mayor

in the General

election to be held on: October 8, 2015

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

FRIENDS OF Jim Strickland

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:

Paula Casey

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

7-29-2015
Date

[Signature]
Signature

To Be Signed By Station Representative

Steven Reid
President
Sutton/Reid Inc

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature Printed Name Title