

## CONTRACT



**WREG-TV**  
**803 Channel 3 Drive**  
**Memphis, TN 38103**  
**(901) 543-2333**

<u>Contract / Revision</u> 356865 /		<u>Alt Order #</u> #0711-004
<u>Product</u> State Representative Dst 95		
<u>Contract Dates</u> 07/28/16 - 08/03/16		<u>Estimate #</u>
<u>Advertiser</u> Todd,C/R/US House		<u>Original Date / Revision</u> 07/13/16 / 07/13/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WREG-TV	<u>Account Executive</u> Local WREG House	<u>Sales Office</u> Local House
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 243.40
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**WestRogers Advertising**  
**6075 Poplar Ave**  
**Suite 104**  
**Memphis, TN 38119**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	METR	07/28/16	08/03/16	M-F 6a-7a	6a-7a		:15/:15				BK	4	\$1,440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/28/16	08/03/16	MTWTF--				4	\$360.00	4.20			
N 13	METR	07/28/16	08/03/16	M-F 5a-6a	5a-6a		:15/:15				BK	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/28/16	08/03/16	MTWTF--				4	\$210.00	2.40			
N 14	METR	07/28/16	08/03/16	M-F 7a-9a	7a-9a		:15/:15				BK	8	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/28/16	08/03/16	MTWTF--				8	\$210.00	4.00			
N 16	METR	07/28/16	08/03/16	M-F 10a-11a	10a-11a		:15/:15				BK	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/28/16	08/03/16	MTWTF--				3	\$250.00	5.10			
N 17	METR	07/28/16	08/03/16	M-F 11a-12p	11a-12p		:15/:15				BK	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/28/16	08/03/16	MTWTF--				3	\$250.00	5.90			
N 18	METR	07/28/16	08/03/16	M-F 12p-1230p	12p-1230p		:15/:15				BK	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/28/16	08/03/16	MTWTF--				4	\$250.00	5.90			
N 19	METR	07/28/16	08/03/16	M-F 1230p-3p	1230p-3p		:15/:15				BK	4	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/28/16	08/03/16	MTWTF--				4	\$220.00	3.90			
N 20	METR	07/28/16	08/03/16	M-F 3p-4p	3p-4p		:15/:15				BK	3	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/28/16	08/03/16	MTWTF--				3	\$210.00	5.00			
N 21	METR	07/28/16	08/03/16	M-F 4p-5p	4p-5p		:15/:15				BK	3	\$660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/28/16	08/03/16	MTWTF--				3	\$220.00	4.50			
N 22	METR	07/28/16	08/03/16	M-F 5p-530p	5p-530p		:15/:15				BK	3	\$1,290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/28/16	08/03/16	MTWTF--				3	\$430.00	5.80			
N 23	METR	07/28/16	08/03/16	M-F 6p-630p	6p-630p		:15/:15				BK	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	07/28/16	08/03/16	MTWTF--				3	\$525.00	6.40			
N 24	METR	07/28/16	08/03/16	M-F 10p-1035p	10p-1035p		:15/:15				BK	3	\$2,100.00

(\* 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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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**(901) 543-2333**

Contract / Revision	Alt Order #
356865 /	#0711-004

Contract Dates	Product	Estimate #
07/28/16 - 08/03/16	State Representative Dst	

Advertiser	Original Date / Revision
Todd,C/R/US House	07/13/16 / 07/13/16

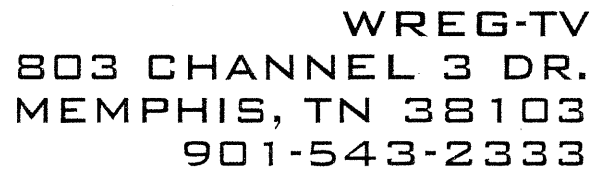
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/28/16	08/03/16	MTWTF--				3	\$700.00	6.50			
N 25	METR	07/28/16	08/03/16	Su 10p-1035p	10p-1035p		:15/:15				BK	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/28/16	08/03/16	-----S				1	\$625.00	8.50			
N 26	METR	07/30/16	07/30/16	Sa 6a-9a	7:00 AM-9:00 AM		:15/:15				BK	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/28/16	08/03/16	-----S-				1	\$190.00	4.60			
N 27	METR	07/31/16	07/31/16	Su 6a-8a	6a-8a		:15/:15				BK	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/28/16	08/03/16	-----S				1	\$190.00	3.90			
N 28	METR	07/31/16	07/31/16	Su 8a-930a	8a-930a		:15/:15				BK	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:		07/28/16	08/03/16	-----S				1	\$500.00	6.80			
N 29	METR	07/31/16	07/31/16	Su 5p-6p	5p-6p		:15/:15				BK	1	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/28/16	08/03/16	-----S				1	\$280.00	4.40			
<b>Totals</b>										243.40		50	\$15,380.00

Time Period	# of Spots	Gross Amount	Net Amount
06/27/16 -07/31/16	18	\$5,370.00	\$4,564.50
08/01/16 -08/03/16	32	\$10,010.00	\$8,508.50
<b>Totals</b>	50	\$15,380.00	\$13,073.00

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

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Exact times can be provided prior to the conclusion of a broadcast period and prior to the generation of invoice upon request.

# YOUS

1. 姓名	2. 性别	3. 年龄	4. 职业	5. 学历	6. 婚姻状况	7. 子女情况	8. 健康状况	9. 兴趣爱好	10. 自我评价
11. 家庭住址	12. 联系电话	13. 电子邮箱	14. 工作单位	15. 月收入	16. 消费习惯	17. 理财观念	18. 风险承受能力	19. 投资偏好	20. 其他说明