

CONTRACT



WDBD
715 South Jefferson Street
Jackson, MS 39201
Sales T&C: <http://bit.ly/2BQrdRe>
(601) 948-3333

<u>Contract / Revision</u> 3470479 /		<u>Alt Order #</u> WOC14544059
<u>Advertiser</u> American Cancer Society Cancer Action Netw		<u>Original Date / Revision</u> 03/20/24 / 03/20/24
<u>Contract Dates</u> 03/18/24 - 03/31/24	<u>Estimate #</u> 3708	
<u>Product</u> Issue		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WDBD	<u>Account Executive</u> Anna Lyon	<u>Sales Office</u> Jackson (ASM)
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 26.70
<u>Agy Code</u> 9915247	<u>Advertiser Code</u> 398	<u>Product 1/2</u> 385
<u>Agency Ref</u> 157991	<u>Advertiser Ref</u> 607574	

And:

Hulsen Media Services
2400 Laramie Trail
Austin, TX 78745

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WDBD	03/18/24	03/26/24	M-F 7a-9a News	7:00 AM-9:00 AM		:30				NM	4	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/18/24	03/24/24	---11--				2	\$35.00	1.30			
	Week:	03/25/24	03/31/24	11-----				2	\$35.00	1.30			
N 2	WDBD	03/18/24	03/26/24	M-F 8a News	8:00 AM-9:00 AM		:30				NM	4	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/18/24	03/24/24	---11--				2	\$45.00	1.60			
	Week:	03/25/24	03/31/24	11-----				2	\$45.00	1.60			
N 3	WDBD	03/18/24	03/26/24	M-F 530p News	5:30 PM-6:00 PM		:30				NM	3	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/18/24	03/24/24	---1---				1	\$30.00	1.20			
	Week:	03/25/24	03/31/24	11-----				2	\$30.00	1.20			
N 4	WDBD	03/18/24	03/26/24	M-F 9p Late News	9:00 PM-10:00 PM		:30				NM	3	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/18/24	03/24/24	---1---				1	\$145.00	2.30			
	Week:	03/25/24	03/31/24	11-----				2	\$145.00	2.30			
N 5	WDBD	03/18/24	03/23/24	Sa Late News	9:00 PM-9:30 PM		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/18/24	03/24/24	-----1-				1	\$75.00	2.00			
N 6	WDBD	03/18/24	03/24/24	Su Late News	9:00 PM-9:30 PM		:30				NM	1	\$145.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/18/24	03/24/24	-----1				1	\$145.00	2.60			
Totals											26.70	16	\$1,065.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/26/24 -03/26/24	16	\$1,065.00	(\$159.75)	\$905.25
Totals	16	\$1,065.00	(\$159.75)	\$905.25

Signature: _____ Date: _____

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

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