

CONTRACT



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

And:

Waterfront Strategies
3050 K Street NW
Suite 100
Washington, DC 20007

<u>Contract / Revision</u> 693712 /		<u>Alt Order #</u> 09106411
<u>Product</u> SENATE MAJORITY PAC		
<u>Contract Dates</u> 10/30/18 - 11/05/18	<u>Estimate #</u> 6517	
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 06/18/18 / 06/18/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WREG-TV	<u>Account Executive</u> Benjamin Stecker	<u>Sales Office</u> NSO Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 36.50
<u>Agy Code</u> 14573	<u>Advertiser Code</u> 163	<u>Product 1/2</u> 173
<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	METRC	10/30/18	11/05/18	M-F 430a-5a	4:30 AM-4:59 AM		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				5	\$150.00	0.00			
N 2	METRC	11/03/18	11/03/18	Sa 6a-9a	7:00 AM-8:00 AM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	-----1-				1	\$300.00	0.00			
N 3	METRC	11/03/18	11/03/18	Sa 6a-9a	8:00 AM-9:00 AM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	-----1-				1	\$300.00	0.00			
N 4	METRC	11/04/18	11/04/18	Su 6a-8a	6:00 AM-7:00 AM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	-----1				1	\$300.00	0.00			
N 5	METRC	11/04/18	11/04/18	Su 6a-8a	7:00 AM-8:00 AM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	-----1				1	\$300.00	0.00			
N 6	METRC	11/04/18	11/04/18	Su 8a-930a	8:00 AM-9:30 AM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	-----1				1	\$800.00	0.00			
N 7	METRC	11/04/18	11/04/18	Su 930a-10a	9:30 AM-10:00 AM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	-----1				1	\$700.00	0.00			
N 8	METRC	10/30/18	11/05/18	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				1	\$400.00	0.00			
N 9	METRC	10/30/18	11/05/18	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				1	\$400.00	0.00			
N 10	METRC	10/30/18	11/05/18	M-F 12p-1230p	12:00 PM-12:30 PM		:30				NM	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:		10/30/18	11/05/18	MTWTF--				1	\$500.00	0.00			
N 11	METRC	10/30/18	11/05/18	M-F 1230p-1p	12:30 PM-1:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				1	\$350.00	0.00			
N 12	METRC	10/30/18	11/05/18	M-F 5a-6a	5:00 AM-5:30 AM		:30				NM	5	\$2,000.00

(* 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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<u>Contract / Revision</u> 693712 /		<u>Alt Order #</u> 09106411
<u>Contract Dates</u> 10/30/18 - 11/05/18	<u>Product</u> SENATE MAJORITY PAC	<u>Estimate #</u> 6517
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 06/18/18 / 06/18/18

*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:		10/30/18	11/05/18	MTWTF--				5	\$400.00	0.00			
N 13	METRC	10/30/18	11/05/18	M-F 1p-2p	1:00 PM-2:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				1	\$350.00	0.00			
N 14	METRC	10/30/18	11/05/18	M-F 2p-3p	2:00 PM-3:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				1	\$350.00	0.00			
N 15	METRC	10/30/18	11/05/18	M-F 3p-330p	3:00 PM-3:30 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				1	\$350.00	0.00			
N 16	METRC	10/30/18	11/05/18	M-F 330p-4p	3:30 PM-4:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				1	\$350.00	0.00			
N 17	METRC	10/30/18	11/05/18	M-F 4p-5p	4:00 PM-4:30 PM		:30				NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				5	\$400.00	0.00			
N 18	METRC	10/30/18	11/05/18	M-F 4p-5p	4:30 PM-5:00 PM		:30				NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				5	\$400.00	0.00			
N 19	METRC	10/30/18	11/05/18	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				5	\$650.00	0.00			
N 20	METRC	11/05/18	11/05/18	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/18	11/11/18	5-----				5	\$850.00	0.00			
N 21	METRC	10/30/18	11/05/18	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				5	\$700.00	0.00			
N 22	METRC	11/03/18	11/03/18	Sa 5p-530p	5:00 PM-5:30 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	-----1-				1	\$450.00	0.00			
N 23	METRC	10/30/18	11/05/18	M-F 5a-6a	5:30 AM-6:00 AM		:30				NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				5	\$400.00	0.00			
N 24	METRC	11/03/18	11/03/18	Sa 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	-----1-				1	\$325.00	0.00			
N 25	METRC	11/04/18	11/04/18	Su 5p-6p	5:00 PM-5:30 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	-----1				1	\$400.00	0.00			
N 26	METRC	11/04/18	11/04/18	Su 5p-6p	5:30 PM-6:00 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	-----1				1	\$400.00	0.00			
N 27	METRC	10/30/18	11/05/18	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	5	\$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:		10/30/18	11/05/18	MTWTF--				5	\$750.00	0.00			
N 28	METRC	11/03/18	11/03/18	Sa 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	-----1-				1	\$400.00	0.00			
N 29	METRC	10/30/18	10/30/18	Tuesday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$3,800.00

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<u>Contract Dates</u> 10/30/18 - 11/05/18	<u>Product</u> SENATE MAJORITY PAC	<u>Estimate #</u> 6517
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 06/18/18 / 06/18/18

*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:		10/29/18	11/04/18	- 1 - - - - -				1	\$3,800.00	8.80			
N 30	METRC	10/31/18	10/31/18	Wednesday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	- - 1 - - - -				1	\$2,800.00	5.50			
N 31	METRC	11/01/18	11/01/18	Thursday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	- - - 1 - - -				1	\$2,800.00	0.00			
N 32	METRC	11/03/18	11/03/18	Saturday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	1	\$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:		10/29/18	11/04/18	- - - - - 1 -				1	\$1,000.00	3.50			
N 33	METRC	11/04/18	11/04/18	Sunday Prime Hour 1	6:00 PM-7:00 PM		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	- - - - - 1				1	\$3,000.00	6.10			
N 34	METRC	10/30/18	11/05/18	M-F 6a-7a	6:00 AM-6:30 AM		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				5	\$500.00	0.00			
N 35	METRC	10/30/18	11/05/18	M-F 10p-1035p	10:00 PM-10:35 PM		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				1	\$1,100.00	0.00			
N 36	METRC	11/03/18	11/03/18	Sa 10p-1035p	10:00 PM-10:35 PM		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	- - - - - 1 -				1	\$700.00	0.00			
N 37	METRC	11/04/18	11/04/18	Su 10p-1035p	10:00 PM-10:35 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	- - - - - 1				1	\$900.00	0.00			
N 38	METRC	10/30/18	11/05/18	M-F 1035p-1135p	10:35 PM-11:37 PM		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				1	\$325.00	0.00			
N 39	METRC	10/30/18	11/05/18	M-F 1135p-1235a	11:37 PM-12:37 AM		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				1	\$200.00	0.00			
N 40	METRC	11/03/18	11/03/18	Titans All Access	10:35 PM-11:05 PM		:30				NM	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:		10/29/18	11/04/18	- - - - - 1 -				1	\$500.00	0.00			
N 41	METRC	11/03/18	11/03/18	Sa 1105p-1205a	11:05 PM-12:05 AM		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	- - - - - 1 -				1	\$125.00	0.00			
N 42	METRC	11/03/18	11/03/18	Sa 1205a-1235a	12:05 AM-12:35 AM		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	- - - - - 1 -				1	\$125.00	0.00			
N 43	METRC	11/04/18	11/04/18	Su 1035p-1135p	10:35 PM-11:35 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	- - - - - 1				1	\$225.00	0.00			
N 44	METRC	11/03/18	11/03/18	College Football Prime Gm	6:00 PM-10:00 PM		:30				NM	1	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	- - - - - 1 -				1	\$5,250.00	12.60			
N 45	METRC	10/30/18	11/05/18	M-F 6a-7a	6:30 AM-7:00 AM		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				5	\$500.00	0.00			
N 46	METRC	10/30/18	11/05/18	M-F 7a-9a	7:00 AM-8:00 AM		:30				NM	5	\$2,000.00

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<u>Contract Dates</u> 10/30/18 - 11/05/18		<u>Product</u> SENATE MAJORITY PAC
<u>Advertiser</u> Senate Majority PAC		<u>Estimate #</u> 6517
		<u>Original Date / Revision</u> 06/18/18 / 06/18/18

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				5	\$400.00	0.00			
N 47	METRC	10/30/18	11/05/18	M-F 7a-9a	8:00 AM-9:00 AM		:30				NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				5	\$400.00	0.00			
N 48	METRC	10/30/18	11/05/18	M-F 9a-10a	9:00 AM-9:30 AM		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				5	\$250.00	0.00			
N 49	METRC	10/30/18	11/05/18	M-F 9a-10a	9:30 AM-10:00 AM		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/30/18	11/05/18	MTWTF--				5	\$250.00	0.00			
Totals								36.50				109	\$65,575.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/29/18 - 11/05/18	109	\$65,575.00	(\$9,836.25)	\$55,738.75
Totals	109	\$65,575.00	(\$9,836.25)	\$55,738.75

Signature: _____ **Date:** _____

(* 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.