

# CONTRACT



**WHAS**  
**520 W. Chestnut St.**  
**Louisville, KY 40202**  
**(502)582-7711**

And:

**Blue West Media/ POL**  
**5130 East 18th Avenue**  
**Denver, CO 80220**

<u>Contract / Revision</u> 1790924 /		<u>Alt Order #</u>
<u>Product</u> Beshear/Coleman 2019		
<u>Contract Dates</u> 05/14/19 - 05/21/19	<u>Estimate #</u> 1601	
<u>Advertiser</u> POL/ Andy Beshear / D / GOV / KY		<u>Original Date / Revision</u> 05/10/19 / 05/10/19
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WHAS	<u>Account Executive</u> Kimberly Williams	<u>Sales Office</u> WHAS Louisville
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> 9917137	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 20009AG		<u>Advertiser Ref</u> 144988

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WHAS	05/14/19	05/21/19	Local News @ 5a M-F	5-6a		:15/:15				DN	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	05/14/19	05/20/19	-T-----				1	\$40.00				
	Week:	05/21/19	05/27/19	-T-----				1	\$40.00				
N 2	WHAS	05/14/19	05/21/19	Local News @ 6a M-F	6-7a		:15/:15				DN	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	05/14/19	05/20/19	-T--F--				2	\$120.00				
	Week:	05/21/19	05/27/19	-T-----				1	\$120.00				
N 3	WHAS	05/18/19	05/18/19	Good Morning America Sa	8-9a		:15/:15				DN	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	05/14/19	05/20/19	-----S-				1	\$100.00				
N 4	WHAS	05/16/19	05/16/19	The View	11-12p		:15/:15				DN	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	05/14/19	05/20/19	---T---				1	\$65.00				
N 5	WHAS	05/15/19	05/15/19	General Hospital	2-3p		:15/:15				DN	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	05/14/19	05/20/19	--W----				1	\$65.00				
N 6	WHAS	05/15/19	05/20/19	Local News @ 530p M-F	530-6p		:15/:15				DN	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	05/14/19	05/20/19	M-W----				2	\$225.00				
N 7	WHAS	05/14/19	05/20/19	Local News @ 6p M-F	6-630p		:15/:15				DN	5	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	05/14/19	05/20/19	MTWTF--				5	\$260.00				
N 8	WHAS	05/18/19	05/18/19	Local News @ 630p Sa	630-7p		:15/:15				DN	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	05/14/19	05/20/19	-----S-				1	\$200.00				
N 9	WHAS	05/14/19	05/20/19	Jimmy Kimmel	1135p-1237a		:15/:15				DN	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	05/14/19	05/20/19	MTWTF--				5	\$40.00				
N 10	WHAS	05/14/19	05/20/19	Local News @ 11p M-F	11-1135p		:15/:15				DN	5	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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

Standard Terms: Your purchase of advertising is subject to the TEGNA Standard Advertising Terms and Conditions ("Standard Terms"), which are available at <http://bit.ly/2eyrbCA>, as well as on the 'Advertise With Us' section under the 'About' tab of Station's website. You will be deemed to have accepted our Standard Terms upon the earliest of (i) the date you sign the Insertion Order to which this Contract relates, (ii) the date the campaign contemplated by this Contract first launches, or (iii) the date on which you pay any amounts specified on an invoice related to this Contract.

Non-Discrimination: TEGNA and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.



**WHAS**  
**520 W. Chestnut St.**  
**Louisville, KY 40202**  
**(502)582-7711**

<u>Contract / Revision</u> 1790924 /		<u>Alt Order #</u>
<u>Contract Dates</u> <b>05/14/19 - 05/21/19</b>	<u>Product</u> Beshear/Coleman 2019	<u>Estimate #</u> <b>1601</b>
<u>Advertiser</u> <b>POL/ Andy Beshear / D / C</b>		<u>Original Date / Revision</u> 05/10/19 / 05/10/19

*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:		05/14/19	05/20/19	MTWTF--				5	\$240.00				
N 11	WHAS	05/19/19	05/19/19	Local News @ 11p Su	11-1135p		:15/:15				DN	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/14/19	05/20/19	-----S				1	\$150.00				
N 12	WHAS	05/16/19	05/20/19	ET 7-730p	7-730p		:15/:15				DN	2	\$580.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/14/19	05/20/19	M--T---				2	\$290.00				
N 13	WHAS	05/15/19	05/15/19	Wed Prime B	9:00 PM-9:30 PM		:15/:15				DN	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/14/19	05/20/19	--W----				1	\$550.00				
N 14	WHAS	05/17/19	05/17/19	Fri Prime Other	8-11p		:15/:15				DN	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/14/19	05/20/19	----F--				1	\$300.00				
N 15	WHAS	05/14/19	05/20/19	Good Morning America	7-9a		:15/:15				DN	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/14/19	05/20/19	MTW-F--				4	\$325.00				
N 16	WHAS	05/14/19	05/20/19	Local News @ 4p M-F	4-5p		:15/:15				DN	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/14/19	05/20/19	MTWTF--				5	\$100.00				
N 17	WHAS	05/16/19	05/16/19	Local News @ 5p M-F	5-530p		:15/:15				DN	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/14/19	05/20/19	---T---				1	\$225.00				
N 18	WHAS	05/19/19	05/19/19	ABC World News Su	6-630p		:15/:15				DN	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		05/14/19	05/20/19	-----S				1	\$400.00				
Totals								0.00				42	\$8,025.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/19 -05/21/19	42	\$8,025.00	(\$1,203.75)	\$6,821.25
<b>Totals</b>	42	\$8,025.00	(\$1,203.75)	\$6,821.25

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

Standard Terms: Your purchase of advertising is subject to the TEGNA Standard Advertising Terms and Conditions ("Standard Terms"), which are available at <http://bit.ly/2eyrbCA>, as well as on the 'Advertise With Us' section under the 'About' tab of Station's website. You will be deemed to have accepted our Standard Terms upon the earliest of (i) the date you sign the Insertion Order to which this Contract relates, (ii) the date the campaign contemplated by this Contract first launches, or (iii) the date on which you pay any amounts specified on an invoice related to this Contract.

Non-Discrimination: TEGNA and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.