

Jan 4, 2018

WSIL and KPOB participated in "Project Roadblock" a national campaign against impaired driving which ran during the week between Christmas and New Year's.

WSIL and KPOB scheduled 64 :30 PSA's during this period highlighting the risks of impaired driving.



# ORDER

**Orders**  
**Order / Rev:** 8976  
**Alt Order #:** \_\_\_\_\_  
**Product Desc:** Project Roadblock/Black Diamond  
**Estimate:** \_\_\_\_\_  
**Flight Dates:** 12/25/17 - 12/31/17  
**Original Date / Rev:** 12/18/17 / 12/19/17  
**Order Type:** GENERAL

**WSIL-TV**  
**Primary AE:** Steve Wheeler  
**Sales Office:** REG  
**Sales Region:** REG

**Agency**  
**Name:** WSIL  
**Buying Contact:** \_\_\_\_\_  
**Billing Contact:** Sandy Mann  
1416 Country Aire Drive  
Carterville, IL 62918

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 0%

**Advertiser**  
**Name:** WSIL  
**Demographic:** HH  
**Product Codes:** Station ID, In House Promo / PSA  
**Priority:** P-03  
**Revenue Codes:** DIR, GEN, GEN

**New Business Thru:** \_\_\_\_\_  
**Order Separation:** 00:00:00  
**Advertiser External ID:** \_\_\_\_\_  
**Agency External ID:** \_\_\_\_\_

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/27/17	12/31/17	31	\$0.00	\$0.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
December 2017	31	\$0.00	\$0.00	0.00
<b>Totals</b>	<b>31</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Steve Wheeler			Start Of Order - End Of Order	100%

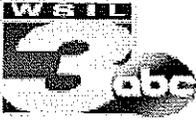
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	3	12/26/17	12/31/17	Broad Rotator M-Su Rotator	CM	6:00 AM-8:00 AM (6:00 AM-8:00 AM)	-TWTFFS	:30	3	\$0.00	P-05	0.00	NM	3	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/25/17	12/31/17	-TWTFFS		3				\$0.00		0.00			
2	3	12/31/17	12/31/17	Local News Sunday	CM	10p-10:30p	-----1	:30	1	\$0.00	P-05	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/25/17	12/31/17	-----1		1				\$0.00		0.00			
3	3	12/31/17	12/31/17	Weekend Rotator Su Sunday Rotator	CM	10:30 PM-12:00 XM (10:30 PM-12:00 XM)	-----2	:30	2	\$0.00	P-05	0.00	NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/25/17	12/31/17	-----2		2				\$0.00		0.00			
4	3	12/31/17	12/31/17	Weekend Rotator Su Sunday Rotator	CM	12:00 XM-2:00 XM (12:00 XM-2:00 XM)	-----1	:30	1	\$0.00	P-05	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/25/17	12/31/17	-----1		1				\$0.00		0.00			
5	3	12/31/17	12/31/17	Sunday Prime Rot	CM	7:00 PM-10:00 PM (7:00 PM-10:00 PM)	-----2	:30	2	\$0.00	P-05	0.00	NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/25/17	12/31/17	-----2		2				\$0.00		0.00			
6	3	12/31/17	12/31/17	Su 3p-5p	CM	4:00 PM-5:00 PM (4:00 PM-5:00 PM)	-----1	:30	1	\$0.00	P-05	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		12/25/17	12/31/17	-----1		1				\$0.00		0.00			

Order / Rev: 8976  
 Alt Order #:  
 Flight Dates: 12/25/17 - 12/31/17

Advertiser: WSIL  
 Product Desc: Project Roadblock/Black Diamond  
 Estimate:  
**WSIL-TV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	3	12/30/17	12/30/17	Weekend Rotator Sa Saturday Rotator	CM	11:30 AM-3:00 PM (11:30 AM-3:00 PM)	-----1-	:30	1	\$0.00	P-05	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/25/17	12/31/17	-----1-		1				\$0.00		0.00			
8	3	12/30/17	12/30/17	ABC Sports Saturday Sports Saturday	CM	3p-5p	-----1-	:30	1	\$0.00	P-05	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/25/17	12/31/17	-----1-		1				\$0.00		0.00			
9	3	12/30/17	12/30/17	Local News Saturday Local News Saturday	CM	10p-10:30p/10:30-	-----1-	:30	1	\$0.00	P-05	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/25/17	12/31/17	-----1-		1				\$0.00		0.00			
10	3	12/30/17	12/30/17	M-Su Late Night M-Su 10:30p-2:36a	CM	10:30 PM-2:00 XM (10:30 PM-2:00 XM)	-----2-	:30	2	\$0.00	P-05	0.00	NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/25/17	12/31/17	-----2-		2				\$0.00		0.00			
11	3	12/25/17	12/29/17	Jimmy Kimmel Jimmy Kimmel	CM	10:35p-11:37p	MTWTF--	:30	2	\$0.00	P-05	0.00	NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/25/17	12/31/17	MTWTF--		2				\$0.00		0.00			
12	3	12/25/17	12/29/17	Late Fringe Rotator M-F Late Fringe Rotator	CM	11:30 PM-1:00 XM (11:30 PM-1:00 XM)	MTWTF--	:30	3	\$0.00	P-05	0.00	NM	3	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/25/17	12/31/17	MTWTF--		3				\$0.00		0.00			
13	3	12/25/17	12/29/17	M-F 1:06a-2:06a M-F 1:06a-2:06a	CM	1:06a-2:06a	MTWTF--	:30	3	\$0.00	P-05	0.00	NM	3	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/25/17	12/31/17	MTWTF--		3				\$0.00		0.00			
14	3	12/25/17	12/29/17	M-F 2:06a-3:06a M-F 2:06a-3:06a	CM	2:06 XM-2:30 XM (2:06 XM-2:30 XM)	MTWTF--	:30	2	\$0.00	P-05	0.00	NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/25/17	12/31/17	MTWTF--		2				\$0.00		0.00			
15	3	12/25/17	12/29/17	Early News rtr incl Week Early News rtr incl Weekend	CM	5:00p-7:00p	MTWTF--	:30	2	\$0.00	P-05	0.00	NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/25/17	12/31/17	MTWTF--		2				\$0.00		0.00			
16	3	12/25/17	12/29/17	Local News 10p Local News 10p	CM	10p-10:35p	MTWTF--	:30	2	\$0.00	P-05	0.00	NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/25/17	12/31/17	MTWTF--		2				\$0.00		0.00			
17	3	12/25/17	12/25/17	Monday Prime Rot Monday Prime Rot	CM	7:00 PM-9:30 PM (7:00 PM-9:30 PM)	1-----	:30	1	\$0.00	P-05	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/25/17	12/31/17	1-----		1				\$0.00		0.00			
18	3	12/25/17	12/25/17	NBA NBA Christmas Day	CM	1:30 PM-4:30 PM (1:30 PM-4:30 PM)	2-----	:30	2	\$0.00	P-05	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 12/25/17	12/31/17	2-----		2				\$0.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	3	12/25/17-12/31/17	NBA			1:30 PM-4:30 PM	1:30 PM-4:30 PM	-----	:30	<del>(\$0.00)</del>		0.00	NM		
			Credited												
<b>Totals</b>													31	\$0.00	

# CONTRACT



**WSIL-TV**  
 1416 Country Aire Drive  
 Carterville, IL 62918  
 (618) 985-2333

www.wsiltv.com

And:

**WSIL**  
 1416 Country Aire Drive  
 Carterville, IL 62918

<u>Contract / Revision</u> 8976 /		<u>Alt Order #</u>
<u>Product</u> Project Roadblock/Black Diamond		
<u>Contract Dates</u> 12/25/17 - 12/31/17	<u>Estimate #</u>	
<u>Advertiser</u> WSIL		<u>Original Date / Revision</u> 12/18/17 / 12/19/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WSIL-TV	<u>Account Executive</u> Steve Wheeler	<u>Sales Office</u> Regional
<u>Special Handling</u>		
<u>Demographic</u> Households		
<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	Type	Spots	Amount
1	3	12/26/17	12/31/17	Rotator	6:00 AM-8:00 AM		:30			NM	3	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		12/25/17	12/31/17	-TWTFSS	3			\$0.00				
2	3	12/31/17	12/31/17	Local News Sunday	10p-10:30p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		12/25/17	12/31/17	-----1	1			\$0.00				
3	3	12/31/17	12/31/17	Sunday Rotator	10:30 PM-12:00 XM		:30			NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		12/25/17	12/31/17	-----2	2			\$0.00				
4	3	12/31/17	12/31/17	Sunday Rotator	12:00 XM-2:00 XM		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		12/25/17	12/31/17	-----1	1			\$0.00				
5	3	12/31/17	12/31/17	Sunday Prime Rot	7:00 PM-10:00 PM		:30			NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		12/25/17	12/31/17	-----2	2			\$0.00				
6	3	12/31/17	12/31/17	Su 3p-5p	4:00 PM-5:00 PM		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		12/25/17	12/31/17	-----1	1			\$0.00				
7	3	12/30/17	12/30/17	Saturday Rotator	11:30 AM-3:00 PM		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		12/25/17	12/31/17	-----1-	1			\$0.00				
8	3	12/30/17	12/30/17	Sports Saturday	3p-5p		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		12/25/17	12/31/17	-----1-	1			\$0.00				
9	3	12/30/17	12/30/17	Local News Saturday	10p-10:30p/10:30-1		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		12/25/17	12/31/17	-----1-	1			\$0.00				
10	3	12/30/17	12/30/17	M-Su 10:30p-2:36a	10:30 PM-2:00 XM		:30			NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		12/25/17	12/31/17	-----2-	2			\$0.00				
11	3	12/25/17	12/29/17	Jimmy Kimmel	10:35p-11:37p		:30			NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		12/25/17	12/31/17	MTWTF--	2			\$0.00				
12	3	12/25/17	12/29/17	Late Fringe Rotator	11:30 PM-1:00 XM		:30			NM	3	\$0.00

(\* 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. Two week advance cancellation notice is required unless otherwise specified.



**WSIL-TV**  
**1416 Country Aire Drive**  
**Carterville, IL 62918**  
**(618) 985-2333**

www.wsiltv.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
8976 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
12/25/17 - 12/31/17	Project Roadblock/Black	

<u>Advertiser</u>	<u>Original Date / Revision</u>
WSIL	12/18/17 / 12/19/17

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/25/17	12/31/17	MTWTF--				3	\$0.00			
13	3	12/25/17	12/29/17	M-F 1:06a-2:06a	1:06a-2:06a		:30			NM	3	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/25/17	12/31/17	MTWTF--				3	\$0.00			
14	3	12/25/17	12/29/17	M-F 2:06a-3:06a	2:06 XM-2:30 XM		:30			NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/25/17	12/31/17	MTWTF--				2	\$0.00			
15	3	12/25/17	12/29/17	Early News rtr incl Weekend	5:00p-7:00p		:30			NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/25/17	12/31/17	MTWTF--				2	\$0.00			
16	3	12/25/17	12/29/17	Local News 10p	10p-10:35p		:30			NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/25/17	12/31/17	MTWTF--				2	\$0.00			
17	3	12/25/17	12/25/17	Monday Prime Rot	7:00 PM-9:30 PM		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/25/17	12/31/17	1-----				1	\$0.00			
18	3	12/25/17	12/25/17	NBA Christmas Day	1:30 PM-4:30 PM		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/25/17	12/31/17	2-----				2	\$0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
2	3	12/25/17-12/31/17		NBA Christmas Day	1:30 PM-4:30 PM	M-----	:30		<del>\$0.00</del>	NM		
												<i>Credited</i>
<b>Totals</b>											<b>31</b>	<b>\$0.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
11/27/17 -12/31/17	31	\$0.00	\$0.00
<b>Totals</b>	<b>31</b>	<b>\$0.00</b>	<b>\$0.00</b>

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

WSIL-TV does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

(\* 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. Two week advance cancellation notice is required unless otherwise specified.