

CONTRACT



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

And:

Smart Media Group LLC
1427 Leslie Avenue
Alexandria, VA 22301

<u>Contract / Revision</u> 637337 /		<u>Alt Order #</u> 08967645
<u>Product</u> LEE FOR GOVERNOR		
<u>Contract Dates</u> 07/10/18 - 07/16/18	<u>Estimate #</u> 710716	
<u>Advertiser</u> Lee, B/R/TN Gov		<u>Original Date / Revision</u> 02/15/18 / 06/19/18
<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> 108.30
<u>Agy Code</u> 1046	<u>Advertiser Code</u> LEE	<u>Product 1/2</u> ORDR
<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	METR	07/12/18	07/12/18	M-F 9a-10a	9:30 AM-10:00 AM		:30				NM	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:		07/09/18	07/15/18	---1---				1	\$100.00	3.50			
N 2	METR	07/16/18	07/16/18	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/16/18	07/22/18	1-----				1	\$135.00	4.80			
N 3	METR	07/10/18	07/10/18	M-F 5a-6a	5:30 AM-6:00 AM		:30				NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/18	07/15/18	-1-----				1	\$135.00	3.70			
D 4	METR	07/11/18	07/11/18	M-F 5a-6a	5:30 AM-6:00 AM		:30				NM	0	\$0.00
N 5	METR	07/12/18	07/12/18	M-F 5a-6a	5:30 AM-6:00 AM		:30				NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/18	07/15/18	---1---				1	\$135.00	3.70			
D 6	METR	07/13/18	07/13/18	M-F 5a-6a	5:30 AM-6:00 AM		:30				NM	0	\$0.00
N 7	METR	07/16/18	07/16/18	M-F 5a-6a	5:30 AM-6:00 AM		:30				NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/16/18	07/22/18	1-----				1	\$135.00	3.70			
D 8	METR	07/13/18	07/13/18	M-F 6a-7a	6:30 AM-7:00 AM		:30				NM	0	\$0.00
D 9	METR	07/10/18	07/10/18	M-F 7a-9a	7:00 AM-8:00 AM		:30				NM	0	\$0.00
D 10	METR	07/11/18	07/11/18	M-F 7a-9a	7:00 AM-8:00 AM		:30				NM	0	\$0.00
D 11	METR	07/12/18	07/12/18	M-F 7a-9a	7:00 AM-8:00 AM		:30				NM	0	\$0.00
D 12	METR	07/13/18	07/13/18	M-F 9a-10a	9:30 AM-10:00 AM		:30				NM	0	\$0.00
D 13	METR	07/13/18	07/13/18	M-F 7a-9a	7:00 AM-8:00 AM		:30				NM	0	\$0.00
D 14	METR	07/16/18	07/16/18	M-F 7a-9a	7:00 AM-8:00 AM		:30				NM	0	\$0.00
D 15	METR	07/10/18	07/10/18	M-F 7a-9a	8:00 AM-9:00 AM		:30				NM	0	\$0.00
D 16	METR	07/11/18	07/11/18	M-F 7a-9a	8:00 AM-9:00 AM		:30				NM	0	\$0.00
D 17	METR	07/12/18	07/12/18	M-F 7a-9a	8:00 AM-9:00 AM		:30				NM	0	\$0.00
D 18	METR	07/13/18	07/13/18	M-F 7a-9a	8:00 AM-9:00 AM		:30				NM	0	\$0.00
D 19	METR	07/16/18	07/16/18	M-F 7a-9a	8:00 AM-9:00 AM		:30				NM	0	\$0.00
N 20	METR	07/14/18	07/14/18	Sa 6a-9a	6:00 AM-7:00 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>			

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

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<u>Contract / Revision</u> 637337 /		<u>Alt Order #</u> 08967645
<u>Contract Dates</u> 07/10/18 - 07/16/18	<u>Product</u> LEE FOR GOVERNOR	<u>Estimate #</u> 710716
<u>Advertiser</u> Lee, B/R/TN Gov		<u>Original Date / Revision</u> 02/15/18 / 06/19/18

*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:		07/09/18	07/15/18	-----1-				1	\$125.00	3.60			
D 21	METR	07/14/18	07/14/18	Sa 6a-9a	7:00 AM-8:00 AM		:30				NM	0	\$0.00
D 22	METR	07/14/18	07/14/18	Sa 6a-9a	8:00 AM-9:00 AM		:30				NM	0	\$0.00
D 23	METR	07/13/18	07/13/18	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	0	\$0.00
N 24	METR	07/15/18	07/15/18	Su 6a-8a	6:00 AM-7:00 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:		07/09/18	07/15/18	-----1				1	\$125.00	4.10			
D 25	METR	07/15/18	07/15/18	Su 6a-8a	7:00 AM-8:00 AM		:30				NM	0	\$0.00
N 26	METR	07/11/18	07/11/18	M-F 4p-5p	4:30 PM-5:00 PM		: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:		07/09/18	07/15/18	--1----				1	\$125.00	4.50			
D 27	METR	07/13/18	07/13/18	M-F 4p-5p	4:30 PM-5:00 PM		:30				NM	0	\$0.00
D 28	METR	07/16/18	07/16/18	M-F 4p-5p	4:30 PM-5:00 PM		:30				NM	0	\$0.00
D 29	METR	07/10/18	07/10/18	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	0	\$0.00
D 30	METR	07/13/18	07/13/18	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	0	\$0.00
D 31	METR	07/16/18	07/16/18	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	0	\$0.00
D 32	METR	07/10/18	07/10/18	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	0	\$0.00
D 33	METR	07/12/18	07/12/18	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	0	\$0.00
D 34	METR	07/16/18	07/16/18	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	0	\$0.00
N 35	METR	07/13/18	07/13/18	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/18	07/15/18	----1--				1	\$275.00	5.20			
N 36	METR	07/16/18	07/16/18	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/16/18	07/22/18	1-----				1	\$275.00	5.20			
N 37	METR	07/10/18	07/10/18	M-F 1035p-1135p	10:35 PM-11:37 PM		:30				NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/18	07/15/18	-T-----				1	\$110.00	2.50			
D 38	METR	07/11/18	07/11/18	M-F 1035p-1135p	10:35 PM-11:37 PM		:30				NM	0	\$0.00
N 39	METR	07/12/18	07/12/18	M-F 1035p-1135p	10:35 PM-11:37 PM		:30				NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/18	07/15/18	---T---				1	\$110.00	2.50			
D 40	METR	07/13/18	07/13/18	M-F 1035p-1135p	10:35 PM-11:37 PM		:30				NM	0	\$0.00
N 41	METR	07/16/18	07/16/18	M-F 1035p-1135p	10:35 PM-11:37 PM		:30				NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/16/18	07/22/18	M-----				1	\$110.00	2.50			
D 42	METR	07/10/18	07/10/18	M-F 10p-1035p	10:00 PM-10:35 PM		:30				NM	0	\$0.00
D 43	METR	07/13/18	07/13/18	M-F 10p-1035p	10:00 PM-10:35 PM		:30				NM	0	\$0.00
D 44	METR	07/10/18	07/10/18	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	0	\$0.00
D 45	METR	07/10/18	07/10/18	M-F 12p-1230p	12:00 PM-12:30 PM		:30				NM	0	\$0.00
D 46	METR	07/11/18	07/11/18	M-F 630p-7p	630p-7p		:30				NM	0	\$0.00
D 47	METR	07/12/18	07/12/18	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	0	\$0.00
D 48	METR	07/13/18	07/13/18	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	0	\$0.00
D 49	METR	07/16/18	07/16/18	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	0	\$0.00
D 50	METR	07/16/18	07/16/18	Monday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	0	\$0.00
N 51	METR	07/10/18	07/10/18	Tuesday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$700.00

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*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:		07/09/18	07/15/18	-T-----				1	\$700.00	5.20			
D 52	METR	07/10/18	07/10/18	Tuesday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	0	\$0.00
D 53	METR	07/13/18	07/13/18	Friday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	0	\$0.00
D 54	METR	07/13/18	07/13/18	Friday Prime Hour 2	8:00 PM-9:00 PM		:30				NM	0	\$0.00
N 55	METR	07/13/18	07/13/18	Friday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/18	07/15/18	----F--				1	\$600.00	5.20			
D 56	METR	07/12/18	07/12/18	M-F 12p-1230p	12:00 PM-12:30 PM		:30				NM	0	\$0.00
D 57	METR	07/14/18	07/14/18	Saturday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	0	\$0.00
D 58	METR	07/14/18	07/14/18	Saturday Prime Hour 2	8:00 PM-9:00 PM		:30				NM	0	\$0.00
D 59	METR	07/14/18	07/14/18	Saturday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	0	\$0.00
N 60	METR	07/15/18	07/15/18	Sunday Prime Hour 1	6:00 PM-7:00 PM		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/18	07/15/18	-----S				1	\$550.00	5.50			
D 61	METR	07/15/18	07/15/18	Sunday Prime Hour 3	8:00 PM-9:00 PM		:30				NM	0	\$0.00
D 62	METR	07/16/18	07/16/18	M-F 12p-1230p	12:00 PM-12:30 PM		:30				NM	0	\$0.00
D 63	METR	07/11/18	07/11/18	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	0	\$0.00
D 64	METR	07/13/18	07/13/18	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	0	\$0.00
D 65	METR	07/13/18	07/13/18	M-F 1035p-1135p	10:35 PM-11:37 PM		:30				NM	0	\$0.00
D 66	METR	07/13/18	07/13/18	M-F 1135p-1235a	11:37 PM-12:37 AM		:30				NM	0	\$0.00
D 67	METR	07/13/18	07/13/18	M-F 12p-1230p	12:00 PM-12:30 PM		:30				NM	0	\$0.00
N 68	METR	07/13/18	07/13/18	M-F 7a-9a	7:00 AM-8:00 AM		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/18	07/15/18	----1--				1	\$140.00	3.90			
D 69	METR	07/13/18	07/13/18	Friday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	0	\$0.00
D 70	METR	07/13/18	07/13/18	Friday Prime Hour 2	8:00 PM-9:00 PM		:30				NM	0	\$0.00
D 71	METR	07/16/18	07/16/18	M-F 1135p-1235a	11:37 PM-12:37 AM		:30				NM	0	\$0.00
D 72	METR	07/16/18	07/16/18	M-F 6a-7a	6:30 AM-7:00 AM		:30				NM	0	\$0.00
N 73	METR	07/16/18	07/16/18	M-F 7a-9a	7:00 AM-8:00 AM		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/16/18	07/22/18	1-----				1	\$140.00	3.90			
N 74	METR	07/16/18	07/16/18	Monday Prime Hour 3	9:00 PM-10:00 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:		07/16/18	07/22/18	1-----				1	\$700.00	4.50			
D 75	METR	07/14/18	07/14/18	Reg Ssn Golf	2:00 PM-5:00 PM		:30				NM	0	\$0.00
N 76	METR	07/14/18	07/14/18	Sa 630p-7p	6:30 PM-7:00 PM		: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:		07/09/18	07/15/18	-----1-				1	\$125.00	1.80			
D 77	METR	07/14/18	07/14/18	Saturday Prime Hour 2	8:00 PM-9:00 PM		:30				NM	0	\$0.00
D 78	METR	07/15/18	07/15/18	Reg Ssn Golf	2:00 PM-5:00 PM		:30				NM	0	\$0.00
D 79	METR	07/15/18	07/15/18	Sunday Prime Hour 3	8:00 PM-9:00 PM		:30				NM	0	\$0.00
D 80	METR	07/15/18	07/15/18	Sunday Prime Hour 4	9:00 PM-10:00 PM		:30				NM	0	\$0.00
N 81	METR	07/12/18	07/12/18	M-F 10p-1035p	10:00 PM-10:35 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:		07/09/18	07/15/18	---1---				1	\$400.00	6.10			
D 82	METR	07/12/18	07/12/18	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	0	\$0.00

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D 83	METR	07/12/18	07/12/18	M-F 1135p-1235a	11:37 PM-12:37 XM		:30				NM	0	\$0.00
D 84	METR	07/12/18	07/12/18	M-F 4p-430p	4:00 PM-4:30 PM		:30				NM	0	\$0.00
D 85	METR	07/12/18	07/12/18	M-F 430p-5p	4:30 PM-5:00 PM		:30				NM	0	\$0.00
D 86	METR	07/12/18	07/12/18	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	0	\$0.00
D 87	METR	07/12/18	07/12/18	M-F 6a-7a	6:30 AM-7:00 AM		:30				NM	0	\$0.00
N 88	METR	07/12/18	07/12/18	M-F 7a-9a	7:00 AM-8:00 AM		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/18	07/15/18	---1---				1	\$140.00	3.90			
D 89	METR	07/12/18	07/12/18	Thursday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	0	\$0.00
D 90	METR	07/12/18	07/12/18	M-F 7a-9a	8:00 AM-9:00 AM		:30				NM	0	\$0.00
D 91	METR	07/10/18	07/10/18	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	0	\$0.00
D 92	METR	07/10/18	07/10/18	M-F 1135p-1235a	11:37 PM-12:37 XM		:30				NM	0	\$0.00
D 93	METR	07/10/18	07/10/18	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	0	\$0.00
D 94	METR	07/10/18	07/10/18	M-F 4p-430p	4:00 PM-4:30 PM		:30				NM	0	\$0.00
D 95	METR	07/10/18	07/10/18	M-F 4p-5p	4:30 PM-5:00 PM		:30				NM	0	\$0.00
D 96	METR	07/10/18	07/10/18	M-F 6a-7a	6:30 AM-7:00 AM		:30				NM	0	\$0.00
N 97	METR	07/10/18	07/10/18	M-F 7a-9a	7:00 AM-8:00 AM		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/18	07/15/18	-1-----				1	\$140.00	3.90			
D 98	METR	07/10/18	07/10/18	M-F 7a-9a	8:00 AM-9:00 AM		:30				NM	0	\$0.00
D 99	METR	07/11/18	07/11/18	M-F 10p-1035p	10:00 PM-10:35 PM		:30				NM	0	\$0.00
D 100	METR	07/11/18	07/11/18	M-F 1035p-1135p	10:35 PM-11:37 PM		:30				NM	0	\$0.00
D 101	METR	07/11/18	07/11/18	M-F 1135p-1235a	11:37 PM-12:37 XM		:30				NM	0	\$0.00
N 102	METR	07/11/18	07/11/18	M-F 12p-1230p	12:00 PM-12:30 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/18	07/15/18	--1----				1	\$150.00	5.60			
N 103	METR	07/11/18	07/11/18	M-F 5p-530p	5:00 PM-5:30 PM		: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:		07/09/18	07/15/18	--1----				1	\$200.00	5.40			
D 104	METR	07/11/18	07/11/18	M-F 6p-630p	6:00 PM-6:30 PM		:30				NM	0	\$0.00
D 105	METR	07/11/18	07/11/18	M-F 6a-7a	6:30 AM-7:00 AM		:30				NM	0	\$0.00
N 106	METR	07/11/18	07/11/18	M-F 7a-9a	7:00 AM-8:00 AM		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/09/18	07/15/18	--1----				1	\$140.00	3.90			
D 107	METR	07/11/18	07/11/18	Wednesday Prime Hour 3	9:00 PM-10:00 PM		:30				NM	0	\$0.00
Totals								108.30				26	\$6,020.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/25/18 - 07/16/18	26	\$6,020.00	(\$903.00)	\$5,117.00
Totals	26	\$6,020.00	(\$903.00)	\$5,117.00

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.