

CONTRACT



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

www.wreg.com

And:

Archer Malmo
Attention: Susan Rogers
 65 Union Ave
 Suite 500
 Memphis, TN 38103

<u>Contract / Revision</u> 582416 /		<u>Alt Order #</u>
<u>Product</u> Cohen for Congress		
<u>Contract Dates</u> 10/17/12 - 11/06/12		<u>Estimate #</u> 1554
<u>Advertiser</u> Cohen, Steve/D/Congress		<u>Original Date / Revision</u> 10/11/12 / 11/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WREG	<u>Account Executive</u> Local WREG House	<u>Sales Office</u> Memphis
<u>Special Handling</u>		
<u>Demographic</u> Adults 18+		
		<u>Total Ratings</u> 181.30
<u>IDB#</u> 660	<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	Rtn	Type	Totals Spots Amount	
N 1	METRC	10/17/12	11/04/12	WREG-TV News 3 Daybreak 6-7am			:30				NM	8	\$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:	10/15/12	10/21/12	--WTF--				2	\$200.00	4.70			
	Week:	10/22/12	10/28/12	MTWTF--				3	\$200.00	4.70			
	<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>		
	5	METRC	10/22/12-10/28/12	WREG-TV News 3 Daybreak 6-7am	6-7am	MTuWThF----	:30		\$200.00	4.70	NM		
				<i>Credited</i>									
	Week:	10/29/12	11/04/12	MTWTF--				4	\$200.00	4.70			
N 2	METRC	11/05/12	11/06/12	WREG-TV News 3 Daybreak 6-7am			:30				NM	2	\$400.00
	Week:	11/05/12	11/11/12	MT-----				2	\$200.00	4.60			
N 3	METRC	10/17/12	11/04/12	CBS Sunday Morning	8-9:30am		:30				NM	3	\$750.00
	Week:	10/15/12	10/21/12	-----S				1	\$250.00	6.30			
	Week:	10/22/12	10/28/12	-----S				1	\$250.00	6.30			
	<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	METRC	10/22/12-10/28/12	CBS Sunday Morning	8-9:30am	-----Su	:30		\$250.00	6.30	NM		
				<i>See MG 3.4</i>									
	4	METRC	10/28/12-10/28/12	WREG-TV News 3 @ 5pm (S5-6pm)		-----Su	:30		\$250.00	6.30	NM		
				<i>MG for 3.2 10/28</i>									
	Week:	10/29/12	11/04/12	-----S				1	\$250.00	6.30			
N 4	METRC	10/17/12	10/21/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30				NM	2	\$700.00
	Week:	10/15/12	10/21/12	--WTF--				2	\$350.00	3.90			
N 5	METRC	10/22/12	11/04/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30				NM	6	\$2,100.00
	Week:	10/22/12	10/28/12	MTWTF--				3	\$350.00	4.10			
	Week:	10/29/12	11/04/12	MTWTF--				3	\$350.00	4.10			
N 6	METRC	11/05/12	11/05/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30				NM	1	\$350.00
	Week:	11/05/12	11/11/12	M-----				1	\$350.00	4.20			
N 7	METRC	10/17/12	10/21/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	2	\$1,000.00
	Week:	10/15/12	10/21/12	--WTF--				2	\$500.00	5.70			

(* 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. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract Dates</u> 10/17/12 - 11/06/12	<u>Product</u> Cohen for Congress	<u>Estimate #</u> 1554
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<u>Advertiser</u> Cohen, Steve/D/Congress	<u>Original Date / Revision</u> 10/11/12 / 11/05/12
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals Spots Amount		
N 8	METRC	10/22/12	11/04/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	8	\$4,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
	Week:	10/22/12	10/28/12	MTWTF--				4	\$500.00	5.90				
	Week:	10/29/12	11/04/12	MTWTF--				4	\$500.00	5.90				
N 9	METRC	11/05/12	11/05/12	WREG-TV News 3 @ 10pm	10-10:35pm		: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:	11/05/12	11/11/12	M-----				1	\$500.00	6.00				
N 10	METRC	10/17/12	11/04/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	3	\$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:	10/15/12	10/21/12	-----S				1	\$400.00	4.50				
	Week:	10/22/12	10/28/12	-----S				1	\$400.00	4.50				
	Week:	10/29/12	11/04/12	-----S				1	\$400.00	4.50				
N 11	METRC	10/29/12	11/04/12	Informed Sources	630-7pm (Sa)		: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:	10/29/12	11/04/12	-----S-				1	\$150.00	0.90				
	<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>			
	1	METRC	10/29/12-11/04/12	Informed Sources	630-7pm (Sa)	-----Sa--	:30		\$150.00	0.90	NM			
				See MG 11.2										
	2	METRC	11/06/12-11/06/12	CBS This Morning	7-9am	-Tu-----	:30		\$150.00	0.90	NM			
				MG for 11.1 11/03										
Totals											181.30		37	\$12,750.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	19	\$6,850.00	\$5,822.50
10/29/12 - 11/06/12	18	\$5,900.00	\$5,015.00
Totals	37	\$12,750.00	\$10,837.50

Signature: _____ Date: _____

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