



WXIN-TV
6910 Network Pl.
Indianapolis, IN 46278
(317) 632-5900

CONTRACT

| | | |
|--|--|--|
| Contract / Revision 571062 / | | Alt Order # |
| Product LFS 2014 Primary | | |
| Contract Dates 04/21/14 - 05/11/14 | | Estimate # 2259 |
| Advertiser Layton for Sheriff | | Original Date / Revision 04/09/14 / 04/09/14 |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Station WXIN | Account Executive House Indianapolis | Sales Office Indianapolis - WX |
| Special Handling | | |
| Demographic Adults 35+ | | |
| | | Total Ratings 77.70 |
| IDB# | Advertiser Code | Product Code |
| Agency Ref ECHO/ | | Advertiser Ref |

And:

Echo Point Media
Attention: Laura Johnson
407 N Fulton St
Indianapolis, IN 46202

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|---------------|----|-------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|---------------|------|-----------|--------------------|
| N 1 | 59 | 04/21/14 | 04/27/14 | FOX 59 Morning News 7a-9a | 7a-9a | | :30 | | | | NM | 3 | \$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: | | 04/21/14 | 04/27/14 | MTWTF-- | | | | 3 | \$375.00 | 2.70 | | | |
| N 2 | 59 | 04/28/14 | 05/11/14 | FOX 59 Morning News 7a-9a | 7a-9a | | :30 | | | | NM | 4 | \$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: | | 04/28/14 | 05/04/14 | MTWTF-- | | | | 3 | \$300.00 | 2.70 | | | |
| Week: | | 05/05/14 | 05/11/14 | MTWTF-- | | | | 1 | \$300.00 | 2.70 | | | |
| N 3 | 59 | 04/21/14 | 04/27/14 | Sa 8a-9a | 8a-9a | | :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: | | 04/21/14 | 04/27/14 | -----S- | | | | 1 | \$275.00 | 2.60 | | | |
| N 4 | 59 | 04/28/14 | 05/04/14 | Sa 8a-9a | 8a-9a | | :30 | | | | NM | 1 | \$220.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 04/28/14 | 05/04/14 | -----S- | | | | 1 | \$220.00 | 2.60 | | | |
| N 5 | 59 | 04/21/14 | 04/27/14 | FOX News First at Four | 4p-5p | | :30 | | | | NM | 1 | \$345.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 04/21/14 | 04/27/14 | MTWTF-- | | | | 1 | \$345.00 | 2.80 | | | |
| N 6 | 59 | 04/28/14 | 05/11/14 | FOX News First at Four | 4p-5p | | :30 | | | | NM | 4 | \$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: | | 04/28/14 | 05/04/14 | MTWTF-- | | | | 3 | \$275.00 | 2.80 | | | |
| Week: | | 05/05/14 | 05/11/14 | MTWTF-- | | | | 1 | \$275.00 | 2.80 | | | |
| N 7 | 59 | 04/21/14 | 04/27/14 | FOX News at 10pm M-F | 10p-11p | | :30 | | | | NM | 3 | \$2,910.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 04/21/14 | 04/27/14 | MTWTF-- | | | | 3 | \$970.00 | 4.20 | | | |
| N 8 | 59 | 04/28/14 | 05/11/14 | FOX News at 10pm M-F | 10p-11p | | :30 | | | | NM | 4 | \$3,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 04/28/14 | 05/04/14 | MTWTF-- | | | | 3 | \$775.00 | 4.20 | | | |
| Week: | | 05/05/14 | 05/11/14 | MTWTF-- | | | | 1 | \$775.00 | 4.20 | | | |
| N 9 | 59 | 04/21/14 | 04/27/14 | FOX News at 10pm Sa | 10p-1035p | | :30 | | | | NM | 1 | \$315.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 04/21/14 | 04/27/14 | -----S- | | | | 1 | \$315.00 | 5.10 | | | |
| N 10 | 59 | 04/28/14 | 05/04/14 | FOX News at 10pm Sa | 10p-1035p | | :30 | | | | NM | 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: | | 04/28/14 | 05/04/14 | -----S- | | | | 1 | \$250.00 | 5.10 | | | |
| Totals | | | | | | | | | | 77.70 | | 23 | \$10,840.00 |

(* 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. 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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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 571062 / | |

| Contract Dates | Product | Estimate # |
|---------------------|------------------|------------|
| 04/21/14 - 05/11/14 | LFS 2014 Primary | 2259 |

| Advertiser | Original Date / Revision |
|--------------------|--------------------------|
| Layton for Sheriff | 04/09/14 / 04/09/14 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|-------------------|
| 03/31/14 - 04/27/14 | 9 | \$4,970.00 | \$4,224.50 |
| 04/28/14 - 05/09/14 | 14 | \$5,870.00 | \$4,989.50 |
| Totals | 23 | \$10,840.00 | \$9,214.00 |

Signature: _____ **Date:** _____

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