

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WMC-TV

Date: 5/9/2018

I, Buying Time LLC

being/on behalf of: Karl Dean for Governor

a legally qualified candidate of the Democratic

political party for the office of: Tennessee Governor

in the Primary

election to be held on: Aug 2, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		AS	ORDERED		

Attach proposed schedule with charges (if available): \$

net

I represent that the payment for the above described broadcast time has been furnished by:

Karl Dean for Governor

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Calvin Anderson

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/9/2018

Date

Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Signature

Printed Name

Title

CONTRACT

WMC
1960 Union Avenue
Memphis, TN 38104
Sales T&C: <http://bit.ly/2FYavgw>
(901) 726-0555

Contract / Revision 1988515 /		Alt Order # 09086577
Advertiser Pol/Dean, Karl/D/Governor/TN		Original Date / Revision 05/18/18 / 05/18/18
Contract Dates 05/22/18 - 05/28/18	Estimate # 6098	
Product DEAN FOR GOV COMM		
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WMC	Account Executive Jim Quinn	Sales Office Telerep-Philade
Special Handling		
Demographic Adults 35+		
		Total Ratings 80.30
Agency Code	Advertiser Code 1006	Product 1/2 1022
Agency Ref		Advertiser Ref

And:

Buying Time
Attention: Kathryn Welsh
650 Massachusetts Ave NW, Suite 210
Washington, DC 20001

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WMC	05/22/18	05/22/18	Action News 5 @ 5a	5-6a		: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:		05/21/18	05/27/18	-1-----				1	\$125.00	2.00			
N 2	WMC	05/24/18	05/24/18	Action News 5 @ 5p	5-530p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/21/18	05/27/18	---1---				1	\$385.00	5.10			
N 3	WMC	05/25/18	05/25/18	Action News 5 @ 5p	5-530p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/21/18	05/27/18	----1--				1	\$385.00	5.10			
N 4	WMC	05/26/18	05/26/18	Action News Saturday @ 8a	9-10a		: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:		05/21/18	05/27/18	-----1-				1	\$200.00	2.80			
N 5	WMC	05/26/18	05/26/18	Sat Action News 5 @ 5p	5-530p		: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:		05/21/18	05/27/18	-----1-				1	\$200.00	6.20			
N 6	WMC	05/26/18	05/26/18	Sat Action News 5 @ 6p	6-630p		: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:		05/21/18	05/27/18	-----1-				1	\$250.00	5.80			
N 7	WMC	05/27/18	05/27/18	Action News Sunday @ 8a	8-9a		: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:		05/21/18	05/27/18	-----1				1	\$250.00	2.90			
N 8	WMC	05/27/18	05/27/18	Sun Action News 5 @ 5p	5-530p		: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:		05/21/18	05/27/18	-----1				1	\$250.00	8.90			
N 9	WMC	05/27/18	05/27/18	Action News 5 Su @ 10p	10-1030p		: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:		05/21/18	05/27/18	-----1				1	\$700.00	8.30			
N 10	WMC	05/27/18	05/27/18	Action News 5 Su @ 1030p	1030-11p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/21/18	05/27/18	-----1				1	\$450.00	7.40			

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

All broadcast and digital advertising placed with station are governed by and subject to the Station's Advertising Terms and Conditions, which can be reviewed at the Sales T&Cs link located next to the Station's address at the top of the page. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conditions conflict with Station's Advertising Terms and Conditions, linked above.

Station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



WMC
1960 Union Avenue
Memphis, TN 38104
Sales T&C: <http://bit.ly/2FYavgw>
(901) 726-0555

Contract / Revision	Alt Order #
1988515 /	09086577

Advertiser	Original Date / Revision
Pol/Dean, Karl/D/Governor/TN	05/18/18 / 05/18/18

Contract Dates	Product	Estimate #
05/22/18 - 05/28/18	DEAN FOR GOV COMM	6098

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 11	WMC	05/24/18	05/24/18	Action News 5 @ 5a	5-6a		: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:		05/21/18	05/27/18	---1---				1	\$125.00	2.00			
N 12	WMC	05/25/18	05/25/18	Action News 5 @ 5a	5-6a		: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:		05/21/18	05/27/18	----1--				1	\$125.00	2.00			
N 13	WMC	05/28/18	05/28/18	Action News 5 @ 4p	4-5p		: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:		05/28/18	06/03/18	1-----				1	\$150.00	2.90			
N 14	WMC	05/22/18	05/22/18	Action News 5 @ 4p	4-5p		: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:		05/21/18	05/27/18	-1-----				1	\$150.00	2.90			
N 15	WMC	05/23/18	05/23/18	Action News 5 @ 4p	4-5p		: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:		05/21/18	05/27/18	--1----				1	\$150.00	2.90			
N 16	WMC	05/24/18	05/24/18	Action News 5 @ 4p	4-5p		: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:		05/21/18	05/27/18	---1---				1	\$150.00	2.90			
N 17	WMC	05/28/18	05/28/18	Action News 5 @ 5p	5-530p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/28/18	06/03/18	1-----				1	\$385.00	5.10			
N 18	WMC	05/23/18	05/23/18	Action News 5 @ 5p	5-530p		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/21/18	05/27/18	---1----				1	\$385.00	5.10			
Totals								80.30				18	\$4,815.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/30/18 - 05/27/18	16	\$4,280.00	(\$642.00)	\$3,638.00
05/28/18 - 05/28/18	2	\$535.00	(\$80.25)	\$454.75
Totals	18	\$4,815.00	(\$722.25)	\$4,092.75

Signature: _____ Date: _____

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