

# CONTRACT



**WVIR-TV**  
**503 E. Market Street**  
**Charlottesville, VA 22902**  
**Sales T & C: www.gray.tv/advertising**  
**(434) 220-2900**

<u>Contract / Revision</u> 3552058 /		<u>Alt Order #</u> WOC14653789
<u>Advertiser</u> McGuire for Virginia		<u>Original Date / Revision</u> 05/17/24 / 05/17/24
<u>Contract Dates</u> 05/20/24 - 05/26/24	<u>Estimate #</u> 7010	
<u>Product</u> 2024 Primary Election		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WVIR	<u>Account Executive</u> Melanie Oliver	<u>Sales Office</u> Charlottesville 2
<u>Special Handling</u>		
<u>Demographic</u> Households		
	<u>Order Type</u> NORMAL	
<u>Agcy Code</u> 9913591	<u>Advertiser Code</u> 666	<u>Product 1/2</u> 837
<u>Agency Ref</u> 108003	<u>Advertiser Ref</u> 631169	

And:

**Media Ad Ventures**  
**8136 Old Keene Mill Rd Ste A300**  
**Springfield, VA 22152**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WVIR	05/20/24	05/24/24	Sunrise News 6a	6:00 AM-7:00 AM		:30			NM	10	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/20/24	05/26/24	22222--				10	\$60.00			
N 2	WVIR	05/20/24	05/24/24	News @ 5p	5:00 PM-6:00 PM		:30			NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/20/24	05/26/24	11111--				5	\$80.00			
N 3	WVIR	05/20/24	05/23/24	News @ 6p	6:00 PM-6:30 PM		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/20/24	05/26/24	1111---				4	\$200.00			
N 4	WVIR	05/20/24	05/23/24	M-F 7p-8p	7:00 PM-8:00 PM		:30			NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/20/24	05/26/24	1211---				5	\$70.00			
N 5	WVIR	05/20/24	05/23/24	News @ 11p M-F	11:00 PM-11:30 PM		:30			NM	4	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/20/24	05/26/24	1111---				4	\$45.00			
N 6	WVIR	05/20/24	05/26/24	News Weekend @ 6p	6:00 PM-6:30 PM		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/20/24	05/26/24	-----1				1	\$100.00			
N 7	WVIR	05/20/24	05/26/24	Late News Sun @ 11p	11:00 PM-11:30 PM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/20/24	05/26/24	-----1				1	\$55.00			
<b>Totals</b>											<b>30</b>	<b>\$2,485.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/24 - 05/26/24	30	\$2,485.00	(\$372.75)	\$2,112.25
<b>Totals</b>	<b>30</b>	<b>\$2,485.00</b>	<b>(\$372.75)</b>	<b>\$2,112.25</b>

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

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

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