

CONTRACT



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

And:

American Media & Advocacy Group
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 215799 /		<u>Alt Order #</u> 07990035
<u>Product</u> IMPROVE MISS 10/24		
<u>Contract Dates</u> 10/24/15 - 11/02/15	<u>Estimate #</u> 6594	
<u>Advertiser</u> Improve MS Politics		<u>Original Date / Revision</u> 10/23/15 / 10/23/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WREG-TV	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> NSO Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 123.00
<u>IDB#</u>	<u>Advertiser Code</u> 448	<u>Product Code</u> 847
<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	METRC	10/30/15	10/30/15	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	----1--				1	\$675.00	7.50			
N 2	METRC	10/30/15	10/30/15	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	----1--				1	\$800.00	5.80			
N 3	METRC	10/30/15	10/30/15	Friday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	----1--				1	\$2,400.00	7.40			
N 4	METRC	11/02/15	11/02/15	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/15	11/08/15	1-----				1	\$375.00	6.10			
N 5	METRC	11/02/15	11/02/15	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/02/15	11/08/15	1-----				1	\$1,000.00	5.80			
N 6	METRC	10/26/15	10/26/15	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	1-----				1	\$800.00	5.80			
N 7	METRC	10/31/15	10/31/15	Sa 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	-----1-				1	\$300.00	4.50			
N 8	METRC	11/01/15	11/01/15	Sunday Prime Hour 1	6:00 PM-7:00 PM		:30				NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	-----1				1	\$3,500.00	0.00			
N 9	METRC	11/01/15	11/01/15	Sunday Prime Hour 2	7:00 PM-8:00 PM		:30				NM	1	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	-----1				1	\$2,700.00	8.40			
N 10	METRC	10/29/15	10/29/15	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	---1---				1	\$375.00	6.10			
N 11	METRC	10/29/15	10/29/15	M-F 6a-7a	6:00 AM-7:00 AM		: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:		10/26/15	11/01/15	---1---				1	\$600.00	7.70			
N 12	METRC	10/29/15	10/29/15	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$800.00

(* 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. 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.



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<u>Contract / Revision</u> 215799 /		<u>Alt Order #</u> 07990035
<u>Contract Dates</u> 10/24/15 - 11/02/15	<u>Product</u> IMPROVE MISS 10/24	<u>Estimate #</u> 6594
<u>Advertiser</u> Improve MS Politics		<u>Original Date / Revision</u> 10/23/15 / 10/23/15

*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:		10/26/15	11/01/15	--- 1---				1	\$800.00	5.80			
N 13	METRC	10/29/15	10/29/15	M-F 7a-9a	7:00 AM-9:00 AM		: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:		10/26/15	11/01/15	--- 1---				1	\$450.00	4.50			
N 14	METRC	10/27/15	10/27/15	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	- 1-----				1	\$375.00	6.10			
N 15	METRC	10/27/15	10/27/15	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	- 1-----				1	\$675.00	7.50			
N 16	METRC	10/27/15	10/27/15	Tuesday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	- 1-----				1	\$3,400.00	8.50			
N 17	METRC	10/27/15	10/27/15	M-F 7a-9a	7:00 AM-9:00 AM		: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:		10/26/15	11/01/15	- 1-----				1	\$450.00	4.50			
N 18	METRC	10/28/15	10/28/15	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	-- 1----				1	\$675.00	7.50			
N 19	METRC	10/28/15	10/28/15	M-F 6a-7a	6:00 AM-7:00 AM		: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:		10/26/15	11/01/15	-- 1----				1	\$600.00	7.70			
N 20	METRC	10/28/15	10/28/15	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/26/15	11/01/15	-- 1----				1	\$800.00	5.80			
Totals										123.00		20	\$21,750.00

Time Period	# of Spots	Gross Amount	Net Amount
10/26/15 - 11/02/15	20	\$21,750.00	\$18,487.50
Totals	20	\$21,750.00	\$18,487.50

Signature: _____ **Date:** _____

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