

# CONTRACT



**WBIR**  
**1513 Hutchinson Ave.,**  
**Knoxville, TN 37917**  
**(865)637-1010**

And:

**Ascertainment Marketing / POL**  
**849 Garrison Ridge Boulevard**  
**Knoxville, TN 37922**

<u>Contract / Revision</u> 947317 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/14/14 - 11/04/14		<u>Estimate #</u>
<u>Advertiser</u> Johnson, G / D / State House		<u>Original Date / Revision</u> 10/13/14 / 10/13/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WBIR	<u>Account Executive</u> House - Knoxville Ho	<u>Sales Office</u> Knoxville Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<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	Spots	Amount
N 1	WBIR	10/14/14	11/04/14	M-F 5-6a	5-6a		:30				NM	6	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/13/14	10/19/14	- 1 - 1 - -				2	\$225.00				
	Week:	10/20/14	10/26/14	- - - - -				0	\$0.00				
	Week:	10/27/14	11/02/14	- 1 - 1 - -				2	\$225.00				
	Week:	11/03/14	11/09/14	11 - - - - -				2	\$225.00				
N 2	WBIR	11/03/14	11/04/14	M-F 6-7a	6-7a		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/03/14	11/09/14	11 - - - - -				2	\$600.00				
N 3	WBIR	10/14/14	11/04/14	M-F 9-10a	9-10a		:30				NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/13/14	10/19/14	- 1 - 1 - -				2	\$225.00				
	Week:	10/20/14	10/26/14	- - - - -				0	\$0.00				
	Week:	10/27/14	11/02/14	1 - 1 - - -				2	\$225.00				
	Week:	11/03/14	11/09/14	- 1 - - - - -				1	\$225.00				
N 4	WBIR	10/19/14	11/02/14	Sun 9-930a	9-930a		:30				NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/13/14	10/19/14	- - - - - 1				1	\$425.00				
	Week:	10/20/14	10/26/14	- - - - - 1				1	\$425.00				
	Week:	10/27/14	11/02/14	- - - - - 1				1	\$425.00				
N 5	WBIR	10/14/14	11/04/14	12-1p	12-1p		:30				NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/13/14	10/19/14	- - 1 - 1 - -				2	\$225.00				
	Week:	10/20/14	10/26/14	- - - - -				0	\$0.00				
	Week:	10/27/14	11/02/14	- 1 - 1 - -				2	\$225.00				
	Week:	11/03/14	11/09/14	- 1 - - - - -				1	\$225.00				
N 6	WBIR	11/03/14	11/03/14	M-F 4-5p	4-5p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/03/14	11/09/14	1 - - - - -				1	\$275.00				
N 7	WBIR	10/14/14	11/04/14	10 News at 5	5p-6p		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

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, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



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**Knoxville, TN 37917**  
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<u>Contract Dates</u> 10/14/14 - 11/04/14	<u>Product</u>	<u>Estimate #</u>
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*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>				
Week:		10/13/14	10/19/14	- 1 - - - - -				1	\$400.00				
Week:		10/20/14	10/26/14	- - - - -				0	\$0.00				
Week:		10/27/14	11/02/14	1 - - - - -				1	\$400.00				
Week:		11/03/14	11/09/14	1 - - - - -				1	\$400.00				
N 8	WBIR	10/15/14	11/03/14	M-F 6pm News	6-630p		:30				NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/13/14	10/19/14	- - 1 - - - -				1	\$750.00				
Week:		10/20/14	10/26/14	- - - - -				0	\$0.00				
Week:		10/27/14	11/02/14	- 1 - - - - -				1	\$750.00				
Week:		11/03/14	11/09/14	1 - - - - -				1	\$750.00				
N 9	WBIR	10/19/14	11/02/14	Su 6pm News	6-630p		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/13/14	10/19/14	- - - - - 1				1	\$350.00				
Week:		10/20/14	10/26/14	- - - - - 1				1	\$350.00				
Week:		10/27/14	11/02/14	- - - - - 1				1	\$350.00				
N 10	WBIR	10/16/14	11/03/14	M-F 11p News	11-1135p		:30				NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/13/14	10/19/14	- - - 1 - - -				1	\$550.00				
Week:		10/20/14	10/26/14	- - - - -				0	\$0.00				
Week:		10/27/14	11/02/14	- - 1 - - - -				1	\$550.00				
Week:		11/03/14	11/09/14	1 - - - - -				1	\$550.00				
N 11	WBIR	10/18/14	10/18/14	Sat 11p News	11-1130p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/13/14	10/19/14	- - - - - 1 -				1	\$450.00				
Totals												35	\$12,950.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/26/14	14	\$5,050.00	(\$757.50)	\$4,292.50
10/27/14 - 11/04/14	21	\$7,900.00	(\$1,185.00)	\$6,715.00
<b>Totals</b>	<b>35</b>	<b>\$12,950.00</b>	<b>(\$1,942.50)</b>	<b>\$11,007.50</b>

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

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