

CONTRACT



WLFI
2605 Yeager Road
West Lafayette, IN 47906
(765) 463-1800

And:

First Tuesday
118 North Third Street
Lafayette, IN 47901
USA

<u>Contract / Revision</u> 1050216 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/01/18 - 10/07/18	<u>Estimate #</u>	
<u>Advertiser</u> POL/Ron Alting For State Senate		<u>Original Date / Revision</u> 09/28/18 / 09/28/18
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WLFI	<u>Account Executive</u> WLFI Local House	<u>Sales Office</u> Lafayette Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u> IN5062

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WLFI	10/01/18	10/07/18	NC 18 5-6a Early Edition	M-F 5a-6a		:30				NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/18	10/07/18	MTWTF--	3			\$20.00					
N 2	WLFI	10/01/18	10/07/18	NC 18 6-7a This Morning	M-F 6a-7a		:30				NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/18	10/07/18	MTWTF--	5			\$50.00					
N 3	WLFI	10/01/18	10/07/18	News Chan 18 @ Noon	M-F 12p-1230p		:30				NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/18	10/07/18	MTWTF--	5			\$50.00					
N 4	WLFI	10/01/18	10/07/18	News Chan 18 @ 5p	M-F 5p-530p		:30				NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/18	10/07/18	MTWTF--	5			\$80.00					
N 5	WLFI	10/01/18	10/07/18	News Chan 18 @ 6p	M-F 6p-630p		:30				NM	5	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/18	10/07/18	MTWTF--	5			\$155.00					
N 6	WLFI	10/01/18	10/07/18	SA Early News @ 6p	Sa 6p-630p		:30				NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/18	10/07/18	-----S-	1			\$35.00					
N 7	WLFI	10/01/18	10/07/18	M-F 7p-730p Wheel Of Fort	M-F 7p-730p Whee		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/18	10/07/18	MTWTF--	2			\$75.00					
N 8	WLFI	10/01/18	10/07/18	M-F 7:30p-8p Jeopardy	M-F 7:30p-8p		:30				NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/18	10/07/18	MTWTF--	3			\$75.00					
N 9	WLFI	10/01/18	10/07/18	Monday Prime Hour 3	M 10p-11p		:30				NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/18	10/07/18	M-----	1			\$165.00					
N 10	WLFI	10/01/18	10/07/18	Tuesday Prime Hour 1	Tu 8p-9p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/01/18	10/07/18	-T-----	1			\$200.00					
N 11	WLFI	10/01/18	10/07/18	Wednesday Prime Hour 1	Wed 8p-9p		:30				NM	1	\$350.00
		<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)

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.

Heartland Media does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on Heartland Media stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	--W----				1	\$350.00				
N 12	WLFI	10/01/18	10/07/18	Thursday Prime Hour 1	Th 8p-9p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	---T---				1	\$450.00				
N 13	WLFI	10/01/18	10/07/18	Wednesday Prime Hour 2	W 9p-10p		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	--W----				1	\$225.00				
N 14	WLFI	10/01/18	10/07/18	Friday Prime Hour 3	F 10p-11p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	----F--				1	\$300.00				
N 15	WLFI	10/01/18	10/07/18	Sunday Prime Hour 1	Su 7p-8p		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	-----S				1	\$325.00				
N 16	WLFI	10/01/18	10/07/18	Sunday Prime Hour 3	Su 9p-10p		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	-----S				1	\$150.00				
N 17	WLFI	10/01/18	10/07/18	LN M-F @ 11p	M-F 11p-1135p		:30				NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	MTWTF--				5	\$80.00				
N 18	WLFI	10/01/18	10/07/18	Sa Late News @ 11p	Sa 11p-1130p		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	-----S-				1	\$75.00				
N 19	WLFI	10/01/18	10/07/18	Su Late News @ 11p	Su 11p-1130p		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	-----S				1	\$75.00				
Totals								0.00				44	\$4,860.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/07/18	44	\$4,860.00	(\$729.00)	\$4,131.00
Totals	44	\$4,860.00	(\$729.00)	\$4,131.00

Signature: _____ **Date:** _____

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