



WCBI-TV
201 5th Street South
Columbus, MS 39701

Signature Sound & Printing Media Solutions
2116 1/2 Hwy 45 North
Columbus, MS 39705

Contract # 281858

Schedule Dates 05/06/24-05/14/24
Advertiser Issue - Club CMSD (20713)
Agency Signature Sound & Printing Media Solutions (3758)
Product Political Issue (2173)
Brand Political Issue (45927)
Salesperson WCBI-TV, House (1131)
Sales Office WCBI-TV
Buyer Name Judson,Johnny
Phone/Fax (662) 386-7361 /
CPE N/A
Account Types Regional/Political-Issue
Billing Type Calendar
Comments May 14th Bond Issue Vote
May 6-14th

Date Entered 05/03/24
Last Modified 05/03/24
Entered By Bert Sparks
CO-OP No
External #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$293.25
Net Total \$1,661.75
Sales Tax

Columbus - CBS (WCBI)		
By Calendar Month	Spots	Rate
May, 2024	37	\$1,955.00
Grand Total:	37	\$1,955.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	05/06/24-05/10/24	5	:30	6A- 7A (CST)		1	1	1	1	1			5	\$60.00	\$300.00	Columbus - CBS (WCBI)		5/3/24
2.0	Normal Line / SPOT	05/13/24-05/14/24	5	:30	6A- 7A (CST)		1	1						2	\$60.00	\$120.00	Columbus - CBS (WCBI)		5/3/24
4.0	Normal Line / SPOT	05/06/24-05/10/24	5	:30	7A- 9A (CST)		1	1	1	1	1			5	\$15.00	\$75.00	Columbus - CBS (WCBI)		5/3/24
5.0	Normal Line / SPOT	05/13/24-05/14/24	5	:30	7A- 9A (CST)		1	1						2	\$15.00	\$30.00	Columbus - CBS (WCBI)		5/3/24
6.0	Normal Line / SPOT	05/10/24-05/10/24	5	:30	9A- 9:30A (CST)						1			1	\$20.00	\$20.00	Columbus - CBS (WCBI)		5/3/24
7.0	Normal Line / SPOT	05/08/24-05/09/24	5	:30	12P- 12:30P (CST)				1	1				2	\$50.00	\$100.00	Columbus - CBS (WCBI)		5/3/24
8.0	Normal Line / SPOT	05/13/24-05/14/24	5	:30	12P- 12:30P (CST)		1	1						2	\$50.00	\$100.00	Columbus - CBS (WCBI)		5/3/24
9.0	Normal Line / SPOT	05/09/24-05/09/24	5	:30	1P- 2P (CST)					1				1	\$30.00	\$30.00	Columbus - CBS (WCBI)		5/3/24
10.0	Normal Line / SPOT	05/13/24-05/14/24	5	:30	1P- 2P (CST)		1	1						2	\$30.00	\$60.00	Columbus - CBS (WCBI)		5/3/24
11.0	Normal Line / SPOT	05/06/24-05/10/24	5	:30	2P- 3P (CST)		1	1	1	1	1			5	\$20.00	\$100.00	Columbus - CBS (WCBI)		5/3/24
12.0	Normal Line / SPOT	05/13/24-05/14/24	5	:30	2P- 3P (CST)		1	1						2	\$20.00	\$40.00	Columbus - CBS (WCBI)		5/3/24
13.0	Normal Line / SPOT	05/09/24-05/10/24	5	:30	4P- 5P (CST)					1	1			2	\$35.00	\$70.00	Columbus - CBS (WCBI)		5/3/24
14.0	Normal Line / SPOT	05/13/24-05/13/24	5	:30	4P- 5P (CST)		1							1	\$35.00	\$35.00	Columbus - CBS (WCBI)		5/3/24

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		<i>[Signature]</i>	5/3/24	

WCBI does not discriminate in the sale of advertising time, and will reject any advertising with the intent to discriminate on the basis of race, gender or ethnicity. Advertiser certifies it is not buying this time for a discriminatory purpose, including but not limited decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.



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15.0	Normal Line / SPOT	05/06/24-05/09/24	5	:30	6P- 6:30P (CST)		1	1	1	1				4	\$175.00	\$700.00	Columbus - CBS (WCBI)		5/3/24
16.0	Normal Line / SPOT	05/13/24-05/13/24	5	:30	6P- 6:30P (CST)		1							1	\$175.00	\$175.00	Columbus - CBS (WCBI)		5/3/24

CONFIRMATION CONTRACT

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Broadcast Order

5/2/2024

WCBI

Agency: CLUB CMSD

Advertiser: CLUB CMSD

Spot Length: :30 Stand Alone

Estimate # 0001

5.6-5.14													
Program	Time	Days	:30 Sec Rate	5.6 Mon	5.7 Tue	5.8 Wed	5.9 Thur	5.10 Fri	5.12 Sun	5.13 Mon	5.14 Tues	Spots	Totals
WCBI Sunrise	6a-7a	Mon-Fri	\$ 60	1	1	1	1	1	0	1	1	7	\$ 420
CBS This Morning	8-9a	Mon-Fri	\$ 15	1	1	1	1	1	0	1	1	7	\$ 105
Mid- Morning with Aundrea	9-9:30a	Mon-Fri	\$ 20	0	0	0	0	1	0	0	0	1	\$ 20
Midday	12p-12:30p	Mon-Fri	\$ 50	0	0	1	1	0	0	1	1	4	\$ 200
The Talk	1-2p	Mon-Fri	\$ 30	0	0	0	1	0	0	1	1	3	\$ 90
Let's Make A Deal	2-3p	Mon-Fri	\$ 20	1	1	1	1	1	0	1	1	7	\$ 140
Jennifer Hudson	4-5p	Mon-Fri	\$ 35	0	0	0	1	1	0	1	0	3	\$ 105
6 PM News	6-6:30p	Mon-Fri	\$ 175	1	1	1	1	0	0	1	0	5	\$ 875
WCBI SUNRISE ON FOX	7a-8a	Mon-Fri	\$ 15	1	1	1	1	1	0	1	1	7	\$ 105
WCBI NEWS @ 9 on FOX	9-9:30p	Mon-Fri	\$ 75	1	0	1	1	0	0	1	0	4	\$ 300

Total / Weekly Spots

6

5

7

9

6

0

9

6

48

Gross \$ 2,360

Net \$ 2,006.00