

**CONTRACT**

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

And:

**Caissa Public Strategy**  
**5050 Poplar Ave**  
**Suite 920**  
**Memphis, TN 38157**

<u>Contract / Revision</u> 219706 /		<u>Alt Order #</u>
<u>Product</u> Worth Morgan Memphis City Council		
<u>Contract Dates</u> 11/12/15 - 11/19/15		<u>Estimate #</u>
<u>Advertiser</u> Morgan, W/R/City Council		<u>Original Date / Revision</u> 11/12/15 / 11/12/15
<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> Local WREG House	<u>Sales Office</u> Local House
<u>Special Handling</u>		
<u>Demographic</u> Households		
<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	METRC	11/12/15	11/19/15	M-F 6a-7a	6a-7a		:30				NM	6	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/09/15	11/15/15	---TF--				3	\$360.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	23	METRC	11/09/15-11/15/15	M-F 6a-7a	6a-7a	----ThF----	:30		<del>\$360.00</del>	0.00	NM		
			See MG 1.27										
	27	METRC	11/17/15-11/17/15	M-F 6a-7a	6a-7a	-Tu-----	:30		\$360.00	0.00	NM		
			Ⓜ MG for 1.23 11/12										
Week:		11/16/15	11/22/15	--WT---				3	\$360.00	0.00			
E 2	METRC	11/12/15	11/18/15	M-F 12p-1230p	12p-1230p		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/09/15	11/15/15	---TF--				2	\$250.00	0.00			
Week:		11/16/15	11/22/15	MTW----				3	\$250.00	0.00			
3	METRC	11/12/15	11/18/15	M-F 5p-530p	5p-530p		:30				NM	4	\$1,720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/09/15	11/15/15	---T---				1	\$430.00	0.00			
Week:		11/16/15	11/22/15	MTW----				3	\$430.00	0.00			
4	METRC	11/18/15	11/18/15	M-F 6p-630p	6p-630p		:30				NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/16/15	11/22/15	--W----				1	\$525.00	0.00			
E 7	METRC	11/14/15	11/14/15	Sa 6a-9a	6a-9a		:30				NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/09/15	11/15/15	-----S-				2	\$190.00	0.00			
<b>Totals</b>										0.00		18	\$6,035.00

Time Period	# of Spots	Gross Amount	Net Amount
10/26/15 - 11/19/15	18	\$6,035.00	\$5,129.75
<b>Totals</b>	18	\$6,035.00	\$5,129.75

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

(\* 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.