

CONTRACT



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

<u>Contract / Revision</u> 1050702 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/22/18 - 10/28/18		<u>Estimate #</u>
<u>Advertiser</u> POL/Julie Roush		<u>Original Date / Revision</u> 10/25/18 / 10/25/18
<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>	

And:

First Tuesday
118 North Third Street
Lafayette, IN 47901
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WLFI	10/22/18	10/28/18	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:		10/22/18	10/28/18	MTWTF--	3			\$20.00					
2	WLFI	10/22/18	10/28/18	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:		10/22/18	10/28/18	MTWTF--	5			\$50.00					
3	WLFI	10/22/18	10/28/18	The Early Show	M-F 7a-9a		:30				NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/22/18	10/28/18	MTWTF--	2			\$30.00					
E 4	WLFI	10/22/18	10/28/18	M-F 11a-12p	M-F 11a-12p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/22/18	10/28/18	MTWTF--	2			\$45.00					
	<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>Type</u>		
	1	WLFI	10/22/18-10/28/18	M-F 11a-12p	M-F 11a-12p	MTuWThF----	:30		\$45.00		NM		
	Credited												
	2	WLFI	10/22/18-10/28/18	M-F 11a-12p	M-F 11a-12p	MTuWThF----	:30		\$45.00		NM		
	Credited												
5	WLFI	10/22/18	10/28/18	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:		10/22/18	10/28/18	MTWTF--	5			\$50.00					
6	WLFI	10/22/18	10/28/18	M-F 4p-5p Ellen	M-F 4p-5p Ellen		:30				NM	3	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/22/18	10/28/18	MTWTF--	3			\$30.00					
E 7	WLFI	10/22/18	10/28/18	M-F 530p-6p Inside Editio	M-F 530p-6p INsid		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/22/18	10/28/18	MTWTF--	5			\$60.00					

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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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*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>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>Type</u>		
1	WFLI	10/22/18-10/28/18		M-F 530p-6p Inside Editio	M-F 530p-6p INsid	MTuWThF----	:30		\$60.00		NM		
Credited													
2	WFLI	10/22/18-10/28/18		M-F 530p-6p Inside Editio	M-F 530p-6p INsid	MTuWThF----	:30		\$60.00		NM		
Credited													
4	WFLI	10/22/18-10/28/18		M-F 530p-6p Inside Editio	M-F 530p-6p INsid	MTuWThF----	:30		\$60.00		NM		
Credited													
5	WFLI	10/22/18-10/28/18		M-F 530p-6p Inside Editio	M-F 530p-6p INsid	MTuWThF----	:30		\$60.00		NM		
Credited													
E 8	WFLI	10/22/18	10/28/18	News Chan 18 @ 5p	M-F 5p-530p		:30				NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	MTWTF--				5	\$80.00				
<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>Type</u>		
2	WFLI	10/22/18-10/28/18		News Chan 18 @ 5p	M-F 5p-530p	MTuWThF----	:30		\$80.00		NM		
Credited													
4	WFLI	10/22/18-10/28/18		News Chan 18 @ 5p	M-F 5p-530p	MTuWThF----	:30		\$80.00		NM		
Credited													
9	WFLI	10/22/18	10/28/18	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:		10/22/18	10/28/18	MTWTF--				5	\$155.00				
10	WFLI	10/22/18	10/28/18	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:		10/22/18	10/28/18	-----S-				1	\$35.00				
E 11	WFLI	10/22/18	10/28/18	CBS Evening News M-Su	M-Su 630-7p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	MTWTF--				2	\$150.00				
<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>Type</u>		
1	WFLI	10/22/18-10/28/18		CBS Evening News M-Su	M-Su 630-7p	MTuWThF----	:30		\$150.00		NM		
Credited													
2	WFLI	10/22/18-10/28/18		CBS Evening News M-Su	M-Su 630-7p	MTuWThF----	:30		\$150.00		NM		
Credited													
12	WFLI	10/22/18	10/28/18	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:		10/22/18	10/28/18	MTWTF--				2	\$75.00				
13	WFLI	10/22/18	10/28/18	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:		10/22/18	10/28/18	MTWTF--				3	\$75.00				
14	WFLI	10/22/18	10/28/18	Tuesday Prime Hour 1	Tu 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>				
Week:		10/22/18	10/28/18	-T-----				1	\$350.00				
15	WFLI	10/22/18	10/28/18	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:		10/22/18	10/28/18	----F--				1	\$300.00				
16	WFLI	10/22/18	10/28/18	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:		10/22/18	10/28/18	-----S				1	\$325.00				
17	WFLI	10/22/18	10/28/18	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:		10/22/18	10/28/18	MTWTF--				5	\$80.00				
18	WFLI	10/22/18	10/28/18	Sa Late News @ 11p	Sa 11p-1130p		:30				NM	1	\$75.00

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Week:		10/22/18	10/28/18	-----S-				1	\$75.00				
19	WLFI	10/22/18	10/28/18	Su Late News @ 11p	Su 11p-1130p		:30				NM	1	\$75.00
Week:		10/22/18	10/28/18	-----S				1	\$75.00				
E 20	WLFI	10/22/18	10/28/18	Late Show/Stephen Colbert	M-F 1135p-1237x		:30				NM	1	\$15.00
Week:		10/22/18	10/28/18	MTWTF--				3	\$15.00				
	<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>Type</u>		
	1	WLFI	10/22/18-10/28/18	Late Show/Stephen Colbert	M-F 1135p-1237x	MTuWThF----	:30		\$15.00		NM	Credited	
	3	WLFI	10/22/18-10/28/18	Late Show/Stephen Colbert	M-F 1135p-1237x	MTuWThF----	:30		\$15.00		NM	Credited	
21	WLFI	10/22/18	10/28/18	The Late Late Show	M-F 1237xm-137xr		:30				NM	3	\$15.00
Week:		10/22/18	10/28/18	MTWTF--				3	\$5.00				
22	WLFI	10/27/18	10/27/18	CBS SEC Football	CBS SEC Football		:30				NM	1	\$75.00
Week:		10/22/18	10/28/18	-----S-				1	\$75.00				
N 23	WLFI	10/26/18	10/26/18	M-F 10a-11a	M-F 10a-11a		:30				NM	1	\$85.00
Week:		10/22/18	10/28/18	----F--				1	\$85.00				
N 24	WLFI	10/26/18	10/26/18	M-F 530p-6p Inside Editio	M-F 530p-6p INside		:30				NM	1	\$150.00
Week:		10/22/18	10/28/18	----F--				1	\$150.00				
N 25	WLFI	10/26/18	10/26/18	CBS Evening News M-Su	M-Su 630-7p		:30				NM	1	\$300.00
Week:		10/22/18	10/28/18	----F--				1	\$300.00				
N 26	WLFI	10/22/18	10/28/18	M-F 2p-3p	M-F 2p-3p		:30				NM	1	\$20.00
Week:		10/22/18	10/28/18	----F--				1	\$20.00				
N 27	WLFI	10/22/18	10/28/18	Friday Prime Hour 1	F 8p-9p		:30				NM	1	\$125.00
Week:		10/22/18	10/28/18	----F--				1	\$125.00				
N 28	WLFI	10/22/18	10/28/18	SA Early News @ 6p	Sa 6p-630p		:30				NM	1	\$50.00
Week:		10/22/18	10/28/18	-----S-				1	\$50.00				
Totals								0.00			54	\$4,555.00	

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/22/18 - 10/28/18	54	\$4,555.00	(\$683.25)	\$3,871.75
Totals	54	\$4,555.00	(\$683.25)	\$3,871.75

Signature: _____ **Date:** _____

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