

CONTRACT



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

www.wreg.com

And:

Maggie Clark  
139 Brent Creek Drive  
Brandon, MS 39047

Contract / Revision 740053 /		Alt Order # 221
Product Citizens for Thad Cochran		
Contract Dates 05/29/14 - 05/29/14		Estimate #
Advertiser Cochran, Thad/R/Senate MS		Original Date / Revision 05/29/14 / 05/29/14
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WREG	Account Executive Local WREG House	Sales Office Memphis
Special Handling		
Demographic Adults 25-54		
		Total Ratings 107.80
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	METR	05/29/14	05/29/14	WREG-TV News 3 Daybreak 5-6am			:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/26/14	06/01/14	---T---				2	\$225.00	4.00			
N 2	METR	05/29/14	05/29/14	WREG-TV News 3 Daybreak 6-7am			:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/26/14	06/01/14	---T---				2	\$350.00	7.00			
N 3	METR	05/29/14	05/29/14	CBS This Morning	7-9am		:30				NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/26/14	06/01/14	---T---				4	\$300.00	4.00			
N 4	METR	05/29/14	05/29/14	LIVE at 9	9-10am		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/26/14	06/01/14	---T---				1	\$200.00	4.00			
N 6	METR	05/29/14	05/29/14	Young and the Restless	11am-Noon		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/26/14	06/01/14	---T---				1	\$375.00	7.00			
N 7	METR	05/29/14	05/29/14	WREG-TV News 3 @ Noon	Noon-12:30pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/26/14	06/01/14	---T---				1	\$300.00	6.00			
N 8	METR	05/29/14	05/29/14	Inside Edition/Jeopardy	3-4pm		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/26/14	06/01/14	---T---				1	\$200.00	5.00			
N 9	METR	05/29/14	05/29/14	WREG-TV First News @ 4pm	4-5pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/26/14	06/01/14	---T---				1	\$300.00	6.00			
N 10	METR	05/29/14	05/29/14	WREG-TV News 3 @ 5pm	5-5:30pm		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/26/14	06/01/14	---T---				1	\$450.00	8.00			
N 12	METR	05/29/14	05/29/14	WREG-TV News 3 @ 6pm	6-6:30pm		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/26/14	06/01/14	---T---				1	\$1,000.00	7.00			
N 13	METR	05/29/14	05/29/14	Entertainment Tonight	6:30-7pm		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/26/14	06/01/14	---T---				1	\$500.00	5.00			

(\* 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. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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

www.wreg.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
740053 /	221

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/29/14 - 05/29/14	Citizens for Thad Cochran	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Cochran, Thad/R/Senate	05/29/14 / 05/29/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 14	METR	05/29/14	05/29/14	WREG-TV News 3 @ 10pm	10-10:35pm		:30				NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/26/14	06/01/14	---T---				1	\$1,350.00	12.00			
N 15	METR	05/28/14	05/28/14	WREG News 3 at 430am	430-5a		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/26/14	06/01/14	--W----				2	\$50.00	0.00			
N 16	METR	05/29/14	05/29/14	Price Is Right	10-11am		:30				NM	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:		05/26/14	06/01/14	---T---				1	\$250.00	5.90			
N 17	METR	05/29/14	05/29/14	Late Night with David Letterman	10:35-11:35pm		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/26/14	06/01/14	---T---				1	\$275.00	3.90			
<b>Totals</b>										107.80		21	\$7,650.00

Time Period	# of Spots	Gross Amount	Net Amount
05/26/14 - 05/29/14	21	\$7,650.00	\$6,502.50
<b>Totals</b>	21	\$7,650.00	\$6,502.50

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. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.

## AGREEMENT FORM FOR POLITICAL CANDIDATE BROADCASTS

(This agreement is duplicated per the NAB Form PB18)

I, Maggie Clark Media Services, on behalf of the candidate published on the reverse side of this confirmation order, do hereby request time on the station or cable system also published on the reverse side of this order. The broadcast time will be used by the candidate or authorized committee, published on the reverse side of this order, and you are authorized to announce the time as paid for by such person, or entity.

The entity furnishing the payment, if other than an individual person, is ☐ an association; ☒ a committee; ☐ a corporation; or, ☐ other incorporated group. The names and offices of the chief executive officers are furnished on the reverse side of this order, including the Treasurer. For Broadcast Station or Cable Insertion Company, location, date of order, order number, flight dates, schedule, rates and total charges; and, Candidate's name, party affiliation and office being sought, *please see the reverse side of this order.*

I agree to indemnify and hold harmless the station, or cable company, from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the broadcasts described on the reverse side of this order. For the described broadcasts I also agree to prepare a script or transcription, if requested, which will be delivered to the station before the time of the scheduled broadcasts. *(The two preceding sentences are not applicable if the candidate personally appears during the broadcast.)*

The station has disclosed to me its political advertising policies, including: applicable classes and rates; and, discounts, promotional and other sales practices. *The station issued this order does not discriminate or permit discrimination on the basis of race or ethnicity in the placement of advertising.*

The office sought is published on the reverse side of this order. It is ☒ federal ☐ state ☐ local.

The Election and Election Date is published on the reverse side of this order.

5/28/14  
Date Order Released To Station or Cable Company

*Adrian M. Miller*  
Agent's Signature

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

☐ Accepted ☐ Rejected

\_\_\_\_\_  
Station or Cablecast Representative & Title

## POST BROADCAST

TO BE COMPLETED BY STATION OR CABLE COMPANY AFTER BROADCASTS: ACTUAL SCHEDULE RUN.

Station must provide the following information after the schedule has aired: Length of Broadcast, Exact Times, Days, Class of Time, Times Per Week, Total Number of Weeks and Rates. Make goods, if any, must be indicated. The amount of rebate(s) must give exact date, time, class of broadcast and dollar amount of each rebate. A Station, or Cable company, Invoice may be used in lieu of the NAB Form PB18, copyrighted 2013.

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Citizens for Cochran is the committee in support of U.S. Senator Thad Cochran/MS, a Republican (name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

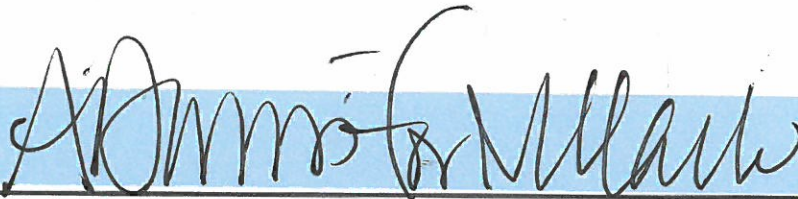
☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Maggie Clark, President  
Maggie Clark Media Services, Inc. placing on behalf of Citizens for Cochran

printed name

5/28/14  
date

## AGREEMENT FORM FOR POLITICAL CANDIDATE BROADCASTS

(This agreement is duplicated per the NAB Form PB18)

I, Maggie Clark Media Services, on behalf of the candidate published on the reverse side of this confirmation order, do hereby request time on the station or cable system also published on the reverse side of this order. The broadcast time will be used by the candidate or authorized committee, published on the reverse side of this order, and you are authorized to announce the time as paid for by such person, or entity.

The entity furnishing the payment, if other than an individual person, is ☐ an association; ☒ a committee; ☐ a corporation; or, ☐ other incorporated group. The names and offices of the chief executive officers are furnished on the reverse side of this order, including the Treasurer. For Broadcast Station or Cable Insertion Company, location, date of order, order number, flight dates, schedule, rates and total charges; and, Candidate's name, party affiliation and office being sought, *please see the reverse side of this order.*

I agree to indemnify and hold harmless the station, or cable company, from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the broadcasts described on the reverse side of this order. For the described broadcasts I also agree to prepare a script or transcription, if requested, which will be delivered to the station before the time of the scheduled broadcasts. *(The two preceding sentences are not applicable if the candidate personally appears during the broadcast.)*

The station has disclosed to me its political advertising policies, including: applicable classes and rates; and, discounts, promotional and other sales practices. *The station issued this order does not discriminate or permit discrimination on the basis of race or ethnicity in the placement of advertising.*

The office sought is published on the reverse side of this order. It is ☒ federal ☐ state ☐ local.

The Election and Election Date is published on the reverse side of this order.

5/28/14

Date Order Released To Station or Cable Company

*Maggie Clark*

Agent's Signature

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

☐ Accepted ☐ Rejected

Station or Cablecast Representative & Title

## POST BROADCAST

TO BE COMPLETED BY STATION OR CABLE COMPANY AFTER BROADCASTS: ACTUAL SCHEDULE RUN.

Station must provide the following information after the schedule has aired: Length of Broadcast, Exact Times, Days, Class of Time, Times Per Week, Total Number of Weeks and Rates. Make goods, if any, must be indicated. The amount of rebate(s) must give exact date, time, class of broadcast and dollar amount of each rebate. A Station, or Cable company, Invoice may be used in lieu of the NAB Form PB18, copyrighted 2013.