

CONTRACT



WCEM-AM
 1729 N. Salisbury Blvd
 Salisbury, MD 21801
 (410) 749-1111

www.wboc.com

And:

Addie Eckardt
 900 Marshy Cove #340
 Cambridge, MD 21613

<u>Contract / Revision</u> 6901 /		<u>Alt Order #</u>	
<u>Product</u> Political Candidate			
<u>Contract Dates</u> 10/26/18 - 11/06/18		<u>Estimate #</u>	
<u>Advertiser</u> Addie Eckardt		<u>Original Date / Revision</u> 10/19/18 / 10/19/18	
<u>Order Brand</u>	<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WCEM-AM	<u>Account Executive</u> Dave Speicher	<u>Sales Office</u> Local Salisbury	
<u>Special Handling</u>			
<u>Demographic</u> Households			
<u>Agency Ref</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>	
<u>Agency Ref</u>		<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	1240	10/26/18	11/06/18	M-Su AM Drive	6a-10a		:30			NM	18	\$72.00
		<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	----11-				2	\$4.00			
	Week:	10/29/18	11/04/18	21222-				11	\$4.00			
	Week:	11/05/18	11/11/18	23-----				5	\$4.00			
N 2	1240	10/26/18	11/06/18	M-Su Midday	10a-3p		:30			NM	22	\$88.00
		<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	----122				5	\$4.00			
	Week:	10/29/18	11/04/18	1112223				12	\$4.00			
	Week:	11/05/18	11/11/18	23-----				5	\$4.00			
N 3	1240	10/26/18	11/05/18	M-Su Drive	3p-7p		:30			NM	20	\$80.00
		<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	----212				5	\$4.00			
	Week:	10/29/18	11/04/18	1212223				13	\$4.00			
	Week:	11/05/18	11/11/18	2-----				2	\$4.00			
Totals											60	\$240.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/18 - 10/28/18	12	\$48.00	\$48.00
10/29/18 - 11/06/18	48	\$192.00	\$192.00
Totals	60	\$240.00	\$240.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

This station 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, gender, or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry. Station will bill monthly using Final Sunday Fiscal Month. Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay station the amount of any bills rendered by station within the time specified and until payment in full is received by station.