

# CONTRACT



**WIYE**  
**One Television Plaza**  
**Parkersburg, WV 26101**  
**(304) 485-4588**

<u>Contract / Revision</u> 417650 /		<u>Alt Order #</u>
<u>Product</u> 28 CANDIDATE		
<u>Contract Dates</u> 10/10/16 - 10/16/16		<u>Estimate #</u> 114-COLE BROADCAST
<u>Advertiser</u> Bill Cole For Governor		<u>Original Date / Revision</u> 09/15/16 / 09/15/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WIYE	<u>Account Executive</u> Parkersburg House	<u>Sales Office</u> Parkersburg Na
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 5518	<u>Advertiser Ref</u> 69700	

And:

**Brabender Cox Mihalke**  
**201 Liberty St SW**  
**Leesburg, VA 20175**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WIYE	10/10/16	10/16/16	Early Morning Rot M-F	6:00 AM-6:30 AM		:30				NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	1-1-1--				3	\$25.00				
N 2	WIYE	10/10/16	10/16/16	CBS AM News	6:30 AM-7:00 AM		:30				NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-1111--				4	\$25.00				
N 3	WIYE	10/10/16	10/16/16	CBS This Morning	7:00 AM-9:00 AM		:30				NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	11-11--				4	\$25.00				
N 4	WIYE	10/10/16	10/16/16	M-F 9a-10a	9:00 AM-10:00 AM		:30				NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	1-1-1--				3	\$25.00				
N 5	WIYE	10/11/16	10/14/16	Let's Make A Deal	10a-11a		:30				NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-1-11--				3	\$25.00				
N 6	WIYE	10/10/16	10/14/16	CBS Evening News	630p-7p		:30				NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	1-1-1--				3	\$300.00				
N 7	WIYE	10/10/16	10/14/16	Prime Access Rotator	M-Sa 7p-8p		:30				NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	11-11--				4	\$75.00				
N 8	WIYE	10/14/16	10/14/16	Friday Prime Hr 3	10p-11p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	----1--				1	\$250.00				
N 9	WIYE	10/15/16	10/15/16	Saturday Prime Hr 3	10p-11p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$125.00				
N 10	WIYE	10/15/16	10/15/16	Late Fringe Rotator Sa-Su	11:00 PM-11:30 PM		:30				NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$5.00				
N 11	WIYE	10/15/16	10/15/16	Late Fringe Rotator Sa-Su	11:30 PM-12:30 XM		:30				NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$5.00				
N 12	WIYE	10/15/16	10/15/16	Late Fringe Rotator Sa-Su	12:30 XM-1:00 XM		:30				NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$5.00				

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

This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising



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<u>Contract Dates</u> 10/10/16 - 10/16/16		<u>Product</u> 28 CANDIDATE
		<u>Estimate #</u> 114-COLE BROADCAST 1
<u>Advertiser</u> Bill Cole For Governor		<u>Original Date / Revision</u> 09/15/16 / 09/15/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 13	WIYE	10/16/16	10/16/16	CBS Evening News Su	630p-7p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1				1	\$300.00				
N 14	WIYE	10/16/16	10/16/16	CBS Sunday Morning	9a-1030a		:30				NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1				1	\$45.00				
N 15	WIYE	10/13/16	10/13/16	Thursday Night Football	815p-1115p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---1---				1	\$100.00				
N 16	WIYE	10/15/16	10/15/16	SEC Football Late Game	Fri 230p-6p/ Sat 33		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$30.00				
N 17	WIYE	10/16/16	10/16/16	NFL Reg Season Early Game	1p-5p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1				1	\$100.00				
D 18	WIYE	10/16/16	10/16/16	NFL Reg Season Late Game	4p-730p		:30				NM	0	\$0.00
<b>Totals</b>								0.00				34	\$2,590.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/16/16	34	\$2,590.00	(\$388.50)	\$2,201.50
<b>Totals</b>	34	\$2,590.00	(\$388.50)	\$2,201.50

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