

CONTRACT



WPLY-AM Sports Radio
 3934 Electric Rd., S.W.
 Roanoke, VA 24018
 (540) 774-9200

SportsRadioVA.com

And:

Neighborhood Research and Media
 P O Box 297
 Rodanthe, SC 27968

<u>Contract / Revision</u> 188017 /		<u>Alt Order #</u>
<u>Advertiser</u> Champions of Freedom PAC		<u>Original Date / Revision</u> 05/09/24 / 05/09/24
<u>Contract Dates</u> 05/10/24 - 05/20/24	<u>Estimate #</u> 9118	
<u>Product</u> COF PO 9118		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WPLY-AM	<u>Account Executive</u> Cindy Rollison	<u>Sales Office</u> Roanoke
<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>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WPLY	05/10/24	05/10/24	M-F Prime Rotator	6:00 AM-3:00 PM		1:00			NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/06/24	05/12/24	----3--				3	\$15.00			
N 2	WPLY	05/13/24	05/17/24	M-F Prime Rotator	6:00 AM-3:00 PM		1:00			NM	15	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/13/24	05/19/24	MTWTF--				15	\$15.00			
N 3	WPLY	05/20/24	05/20/24	M-F Prime Rotator	6:00 AM-3:00 PM		1:00			NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/20/24	05/26/24	M-----				3	\$15.00			
Totals											21	\$315.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/24 - 05/20/24	21	\$315.00	(\$47.25)	\$267.75
Totals	21	\$315.00	(\$47.25)	\$267.75

Signature: _____ **Date:** _____

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

Mel Wheeler, Incorporated 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. Advertiser hereby represents and warrants that it is not purchasing broadcast 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 or ethnicity.