

CONTRACT



WAAY
1000 Monte Sano Blvd
Huntsville, AL 35801
(256) 533-3131

waaytv.com

And:

JAMESTOWN ASSOCIATES
116 Craig Road
Manalapan, NJ 07726

<u>Contract / Revision</u> 78492 /		<u>Alt Order #</u> 26691268
<u>Advertiser</u> BRADLEY BYRNE FOR U.S. SENATE		<u>Original Date / Revision</u> 12/03/19 / 12/03/19
<u>Contract Dates</u> 12/04/19 - 12/17/19	<u>Estimate #</u> 386 Agency#9094181	
<u>Product</u> Primary		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WAAY-TV	<u>Account Executive</u> WASHINGTON D.C.	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 50+		
		<u>Total Ratings</u> 125.60
<u>Agcy Code</u>	<u>Advertiser Code</u> 78	<u>Product 1/2</u> 86
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	31	12/04/19	12/17/19	WAAY31 News Midday	11:00 AM-12:00 PM		:30				NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 12/04/19	12/10/19	MTWTF--				3	\$150.00	3.00			
		Week: 12/11/19	12/17/19	MTWTF--				3	\$150.00	3.00			
N 2	31	12/04/19	12/17/19	Jeopardy 1	3:00 PM-3:30 PM		:30				NM	8	\$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: 12/04/19	12/10/19	MTWTF--				4	\$150.00	2.60			
		Week: 12/11/19	12/17/19	MTWTF--				4	\$150.00	2.60			
N 3	31	12/04/19	12/17/19	Jeopardy 2	3:30 PM-4:00 PM		:30				NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 12/04/19	12/10/19	MTWTF--				3	\$100.00	2.00			
		Week: 12/11/19	12/17/19	MTWTF--				3	\$100.00	2.00			
N 4	31	12/04/19	12/17/19	WAAY31News@4pm	4:00 PM-5:00 PM		:30				NM	8	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 12/04/19	12/10/19	MTWTF--				4	\$100.00	2.60			
		Week: 12/11/19	12/17/19	MTWTF--				4	\$100.00	2.60			
N 5	31	12/04/19	12/17/19	WAAY31News@ 6p	6:00 PM-6:30 PM		:30				NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 12/04/19	12/10/19	MTWTF--				3	\$175.00	3.50			
		Week: 12/11/19	12/17/19	MTWTF--				3	\$175.00	3.50			
N 6	31	12/08/19	12/15/19	Sun GMA	7:00 AM-8:00 AM		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 12/02/19	12/08/19	-----S				1	\$150.00	2.80			
		Week: 12/09/19	12/15/19	-----S				1	\$150.00	2.80			
N 7	31	12/04/19	12/17/19	WAAY31 News Midday	11:00 AM-12:00 PM		:15/:15				BK	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 12/04/19	12/10/19	MTWTF--				1	\$150.00	3.00			
		Week: 12/11/19	12/17/19	MTWTF--				1	\$150.00	3.00			
N 8	31	12/04/19	12/17/19	Jeopardy 1	3:00 PM-3:30 PM		:15/:15				BK	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 12/04/19	12/10/19	MTWTF--				1	\$150.00	2.60			
		Week: 12/11/19	12/17/19	MTWTF--				1	\$150.00	2.60			

(* 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. 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. Two week advance cancellation notice is required unless otherwise specified.



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Contract / Revision	Alt Order #
78492 /	26691268

Advertiser	Original Date / Revision
BRADLEY BYRNE FOR U.S. SENATE	12/03/19 / 12/03/19

Contract Dates	Product	Estimate #
12/04/19 - 12/17/19	Primary	386 Agency#9094181

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 9	31	12/04/19	12/17/19	Jeopardy 2	3:30 PM-4:00 PM		:15/:15				BK	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 12/04/19	12/10/19	MTWTF--				1	\$100.00	2.00			
		Week: 12/11/19	12/17/19	MTWTF--				1	\$100.00	2.00			
N 10	31	12/04/19	12/17/19	WAAY31News@4pm	4:00 PM-5:00 PM		:15/:15				BK	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 12/04/19	12/10/19	MTWTF--				1	\$100.00	2.60			
		Week: 12/11/19	12/17/19	MTWTF--				1	\$100.00	2.60			
N 11	31	12/04/19	12/17/19	WAAY31News@ 6p	6:00 PM-6:30 PM		:15/:15				BK	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 12/04/19	12/10/19	MTWTF--				1	\$175.00	3.50			
		Week: 12/11/19	12/17/19	MTWTF--				1	\$175.00	3.50			
Totals								125.60				46	\$6,200.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
11/25/19 - 12/17/19	46	\$6,200.00	(\$930.00)	\$5,270.00
Totals	46	\$6,200.00	(\$930.00)	\$5,270.00

Signature: _____ **Date:** _____

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