



**WLEX**  
**1065 Russell Cave Road**  
**Lexington, KY 40505**  
**(859) 259-1818**

# CONTRACT

<u>Contract / Revision</u> 696349 /		<u>Alt Order #</u>
<u>Advertiser</u> <b>McConnell/Republican/Senate</b>		<u>Original Date / Revision</u> 04/14/20 / 04/20/20
<u>Contract Dates</u> <b>04/15/20 - 04/21/20</b>	<u>Estimate #</u> <b>7749</b>	
<u>Product</u> <b>MMCCO</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WLEX</b>	<u>Account Executive</u> Sara Milner	<u>Sales Office</u> EWS - Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> TV12736	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 114716	<u>Advertiser Ref</u> 220902	

And:

**Mentzer Media**  
**210 West Pennsylvania Ave**  
**Suite 250**  
**Towson, MD 21204**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WLEX	04/15/20	04/21/20	LEX18 News Sunrise 5am	5-6am		:30			NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/15/20	04/21/20	11-11--	4			\$125.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	4	WLEX	04/15/20-04/21/20	LEX18 News Sunrise 5am	5-6am	MTu-ThF----	:30		\$125.00	NM		
	See MG 1.5											
	5	WLEX	04/15/20-04/21/20	Saturday Prime Special	8-11pm	-----Sa--	:30		\$125.00	NM		
	Ⓜ MG for 1.4 04/21											
N 2	WLEX	04/15/20	04/21/20	LEX18 News Sunrise 6am	6-7am		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/15/20	04/21/20	111-1--	4			\$350.00				
N 3	WLEX	04/15/20	04/21/20	M-F 8-9am Today Show	8-9AM		:30			NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/15/20	04/21/20	11-11--	4			\$325.00				
N 4	WLEX	04/15/20	04/21/20	M-F 10-11am Today III	10-11am		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/15/20	04/21/20	-11-1--	3			\$150.00				
N 5	WLEX	04/15/20	04/21/20	LEX18 News at Noon	12-1230pm		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/15/20	04/21/20	1111---	4			\$150.00				
N 6	WLEX	04/15/20	04/21/20	M-F 430-5pm	430-5pm		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/15/20	04/21/20	11-11--	4			\$200.00				
N 7	WLEX	04/15/20	04/21/20	LEX18 News at 530pm	530-6pm		:30			NM	5	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/15/20	04/21/20	-1111--	4			\$300.00				

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Advertiser and Agency, jointly and severally, represent, warrant, and covenant that the advertising supplied to Station, including any music contained therein, is rights-cleared for exhibition, distribution, performance, and/or retransmission by broadcast television, including on a mobile DTV (ATSC M/H or successor standard) basis, and by any multichannel video programming distributor or any other video delivery system, including, but not limited to, streaming over the Internet or distribution on a TV-Everywhere-type and/or OTT basis, whether on a linear, video-on-demand, start-over, or look-back basis.



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<u>Contract Dates</u> 04/15/20 - 04/21/20	<u>Product</u> MMCCO	<u>Estimate #</u> 7749

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WLEX	04/15/20-04/21/20	LEX18 News at 530pm	530-6pm	-TuWThF----	:30		<del>\$300.00</del>	NM		
				See MG 7.5								
	2	WLEX	04/15/20-04/21/20	LEX18 News at 530pm	530-6pm	-TuWThF----	:30		<del>\$300.00</del>	NM		
				See MG 7.6								
	3	WLEX	04/15/20-04/21/20	LEX18 News at 530pm	530-6pm	-TuWThF----	:30		<del>\$300.00</del>	NM		
				See MG 7.7, 7.8								
	5	WLEX	04/20/20-04/20/20	M-F 730-8pm	730-8pm	M-----	:30		\$300.00	NM		
				MG for 7.1 04/15								
	6	WLEX	04/21/20-04/21/20	M-F 730-8pm	730-8pm	-Tu-----	:30		\$300.00	NM		
				MG for 7.2 04/16								
	7	WLEX	04/21/20-04/21/20	LEX18 News at 7pm	7-730pm	-Tu-----	:30		\$350.00	NM		
				MG for 8.1, 7.3								
	8	WLEX	04/21/20-04/21/20	M-F 7-8am Today Show	7-8am	-Tu-----	:30		\$400.00	NM		
				MG for 8.1, 7.3								
N 8	WLEX	04/15/20	04/21/20	LEX18 News at 6pm	6-630pm		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
	Week:	04/15/20	04/21/20	11-1---	3				\$450.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WLEX	04/15/20-04/21/20	LEX18 News at 6pm	6-630pm	MTu-Th-----	:30		<del>\$450.00</del>	NM		
				See MG 7.7, 7.8								
N 9	WLEX	04/15/20	04/21/20	LEX18 News at 7pm	7-730pm		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
	Week:	04/15/20	04/21/20	1-111--	4				\$350.00			
N 10	WLEX	04/15/20	04/21/20	M-F 730-8pm	730-8pm		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
	Week:	04/15/20	04/21/20	11-11--	4				\$300.00			
N 11	WLEX	04/15/20	04/21/20	LEX18 M-F Late News	11-1135pm		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
	Week:	04/15/20	04/21/20	-1-11--	3				\$200.00			
N 12	WLEX	04/15/20	04/21/20	Late Night	1237-137am		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
	Week:	04/15/20	04/21/20	1-11---	3				\$50.00			
N 13	WLEX	04/15/20	04/21/20	Wednesday Prime A	8-9pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
	Week:	04/15/20	04/21/20	--1----	1				\$400.00			
N 14	WLEX	04/15/20	04/21/20	Wednesday Prime B	9-10pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
	Week:	04/15/20	04/21/20	--1----	1				\$400.00			
N 15	WLEX	04/15/20	04/21/20	LEX18 News Sunrise SA 9am	LEX18 News Sunri:		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
	Week:	04/15/20	04/21/20	-----1-	1				\$150.00			
N 16	WLEX	04/15/20	04/21/20	LEX18 News at 6pm SAT	6-630pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
	Week:	04/15/20	04/21/20	-----1-	1				\$200.00			
N 17	WLEX	04/15/20	04/21/20	LEX18 News Sunrise SU 9am	9-10am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			
	Week:	04/15/20	04/21/20	-----1	1				\$150.00			

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N 18	WLEX	04/15/20	04/21/20	LEX18 News at 6pm SUN	6-630pm		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/15/20	04/21/20	-----1				1	\$250.00			
N 19	WLEX	04/15/20	04/21/20	LEX18 News at 11pm SUN	11-1135pm		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/15/20	04/21/20	-----1				1	\$175.00			
N 20	WLEX	04/16/20	04/16/20	Thursday Prime C	10-11pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/13/20	04/19/20	---T---				1	\$300.00			
N 21	WLEX	04/17/20	04/17/20	M-F 7-8am Today Show	7-8am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/13/20	04/19/20	----F--				1	\$400.00			
N 22	WLEX	04/20/20	04/20/20	LEX18 News Sunrise 6am	6-7am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/20/20	04/26/20	M-----				1	\$350.00			
N 23	WLEX	04/20/20	04/21/20	M-F 3-4pm	3-4pm		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/20/20	04/26/20	M-----				2	\$125.00			
N 24	WLEX	04/20/20	04/20/20	LEX18 M-F Late News	11-1135pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/20/20	04/26/20	M-----				1	\$200.00			
N 25	WLEX	04/20/20	04/20/20	LEX18 News at 4pm	4-430pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/20/20	04/26/20	M-----				1	\$200.00			
N 26	WLEX	04/17/20	04/17/20	Friday Prime Special	8-11pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/13/20	04/19/20	----F--				1	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WLEX	04/13/20-04/19/20	Friday Prime Special	8-11pm	-----F----	:30		<del>\$300.00</del>	NM		
	See MG 26.2											
	2	WLEX	04/13/20-04/19/20	Friday Prime C	10-11pm	-----F----	:30		\$300.00	NM		
	Ⓜ MG for 26.1 04/17											
<b>Totals</b>											59	\$14,675.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/30/20 -04/21/20	59	\$14,675.00	(\$2,201.25)	\$12,473.75
<b>Totals</b>	59	\$14,675.00	(\$2,201.25)	\$12,473.75

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

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