CONTRACT

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

And:

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

Contract / Revision	Alt Order #
708631 /	

Advertiser	Original Date / Revision
McConnell/Republican/US Senate	05/22/20 / 05/28/20

Contract Dates	Estimate #
05/26/20 - 06/01/20	**7891**

Product
MMCCO

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Property	**Account Executive**	**Sales Office**
WLEX	Sara Milner	EWS - Washing

Special Handling

Demographic
Adults 18+

Agy Code	Advertiser Code	Product 1/2
TV12736		

Agency Ref	Advertiser Ref
114716	220902

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WLEX	05/26/20	06/01/20	LEX18 News Sunrise 5am	5-6am		:30			NM	2	$100.00
Week:	Start Date 05/26/20	End Date 06/01/20	Weekdays 11--1--	Spots/Week 3	Rate $50.00							
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type				
2	*WLEX*	*05/26/20-06/01/20*	*LEX18 News Sunrise 5am*	*5-6am*	MTu---F----	*:30*	~~*$50.00*~~	*NM*				
	See MG 3.8											
N 2	WLEX	05/26/20	06/01/20	LEX18 News Sunrise 6am	6-7am		:30			NM	4	$600.00
Week:	Start Date 05/26/20	End Date 06/01/20	Weekdays 1111---	Spots/Week 4	Rate $150.00							
N 3	WLEX	05/26/20	06/01/20	M-F 7-8am Today Show	7-8am		:30			NM	6	$1,150.00
Week:	Start Date 05/26/20	End Date 06/01/20	Weekdays 1-111--	Spots/Week 4	Rate $250.00							
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type				
2	*WLEX*	*05/26/20-06/01/20*	*M-F 7-8am Today Show*	*7-8am*	M--WThF----	*:30*	~~*$250.00*~~	*NM*				
	See MG 3.5,3.6,3.7											
3	*WLEX*	*05/26/20-06/01/20*	*M-F 7-8am Today Show*	*7-8am*	M--WThF----	*:30*	~~*$250.00*~~	*NM*				
	See MG 3.8											
5	WLEX	05/29/20-05/29/20	LEX18 News at Noon	12-1230pm	------F----	:30	$125.00	NM				
(M)	MG for 3.2 05/28											
6	WLEX	05/29/20-05/29/20	1230-1pm It's On!	1230-1pm	------F----	:30	$75.00	NM				
(M)	MG for 3.2 05/28											
7	WLEX	05/26/20-06/01/20	M-F 2-3pm	2-3pm	M-----F----	:30	$50.00	NM				
(M)	MG for 3.2 05/28											
8	WLEX	05/29/20-05/29/20	M-F 7-8am Today Show	7-8am	------F----	:30	$400.00	NM				
(M)	MG for 1.2,9.2,3.3											
N 4	WLEX	05/26/20	06/01/20	M-F 8-9am Today Show	8-9AM		:30			NM	3	$750.00
Week:	Start Date 05/26/20	End Date 06/01/20	Weekdays 1--11--	Spots/Week 3	Rate $250.00							
N 5	WLEX	05/26/20	06/01/20	M-F 9-10am Today II	9-10am		:30			NM	3	$390.00
Week:	Start Date 05/26/20	End Date 06/01/20	Weekdays 1-1-1--	Spots/Week 3	Rate $130.00							
N 6	WLEX	05/26/20	06/01/20	M-F 10-11am Today III	10-11am		:30			NM	3	$450.00

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708631 /	

Advertiser	Original Date / Revision
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Contract Dates	Product	Estimate #
05/26/20 - 06/01/20	MMCCO	**7891**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 05/26/20	End Date 06/01/20	Weekdays -1-11--	Spots/Week 3	Rate $150.00						
N 7	WLEX	05/26/20	06/01/20	LEX18 News at Noon	12-1230pm		:30			NM	3	$375.00
Week:		Start Date 05/26/20	End Date 06/01/20	Weekdays 11-1---	Spots/Week 3	Rate $125.00						
N 8	WLEX	05/26/20	06/01/20	M-F 3-4pm	3-4pm		:30			NM	3	$150.00
Week:		Start Date 05/26/20	End Date 06/01/20	Weekdays 1-11---	Spots/Week 3	Rate $50.00						
N 9	WLEX	05/26/20	06/01/20	LEX18 News at 4pm	4-430pm		:30			NM	4	$400.00
Week:		Start Date 05/26/20	End Date 06/01/20	Weekdays 11111--	Spots/Week 5	Rate $100.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
2	*WLEX*	*05/26/20-06/01/20*		*LEX18 News at 4pm*	*4-430pm*	MTuWThF----	*:30*		*~~$100.00~~*	*NM*		
	See MG 3.8											
N 10	WLEX	05/26/20	06/01/20	LEX18 News at 6pm	6-630pm		:30			NM	5	$2,250.00
Week:		Start Date 05/26/20	End Date 06/01/20	Weekdays 11111--	Spots/Week 5	Rate $450.00						
N 11	WLEX	05/26/20	06/01/20	M-F NBC Nightly News	630-7pm		:30			NM	7	$3,000.00
Week:		Start Date 05/26/20	End Date 06/01/20	Weekdays 11111--	Spots/Week 5	Rate $600.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
2	*WLEX*	*05/26/20-06/01/20*		*M-F NBC Nightly News*	*630-7pm*	MTuWThF----	*:30*		*~~$600.00~~*	*NM*		
	See MG 11.8,11.9											
3	*WLEX*	*05/26/20-06/01/20*		*M-F NBC Nightly News*	*630-7pm*	MTuWThF----	*:30*		*~~$600.00~~*	*NM*		
	See MG 11.6											
4	*WLEX*	*05/26/20-06/01/20*		*M-F NBC Nightly News*	*630-7pm*	MTuWThF----	*:30*		*~~$600.00~~*	*NM*		
	See MG 11.10,11.11											
5	*WLEX*	*05/26/20-06/01/20*		*M-F NBC Nightly News*	*630-7pm*	MTuWThF----	*:30*		*~~$600.00~~*	*NM*		
	See MG 11.7											
6	WLEX	05/28/20-05/28/20		M-F NBC Nightly News	630-7pm	----Th-----	:30		$600.00	NM		
Ⓜ	MG for 11.3 05/28											
7	WLEX	05/26/20-06/01/20		Sunday 7-9pm	7-9pm	---------Su	:30		$600.00	NM		
Ⓜ	MG for 11.5 06/01											
8	WLEX	05/26/20-06/01/20		LEX18 News at 6pm	6-630pm	----ThF----	:30		$450.00	NM		
Ⓜ	MG for 11.2 05/27											
9	WLEX	05/26/20-06/01/20		LEX18 News at 530pm	530-6pm	----ThF----	:30		$150.00	NM		
Ⓜ	MG for 11.2 05/27											
10	WLEX	05/26/20-06/01/20		LEX18 News at 7pm	7-730pm	M---ThF----	:30		$350.00	NM		
Ⓜ	MG for 11.4 05/29											
11	WLEX	05/26/20-06/01/20		M-F 7-8am Today Show	7-8am	M---ThF----	:30		$250.00	NM		
Ⓜ	MG for 11.4 05/29											
N 12	WLEX	05/26/20	06/01/20	LEX18 News at 7pm	7-730pm		:30			NM	5	$1,750.00
Week:		Start Date 05/26/20	End Date 06/01/20	Weekdays 11111--	Spots/Week 5	Rate $350.00						
N 13	WLEX	05/26/20	06/01/20	M-F 730-8pm	730-8pm		:30			NM	3	$450.00
Week:		Start Date 05/26/20	End Date 06/01/20	Weekdays 111---	Spots/Week 3	Rate $150.00						
N 14	WLEX	05/26/20	06/01/20	Monday Prime C	10-11pm		:30			NM	1	$250.00
Week:		Start Date 05/26/20	End Date 06/01/20	Weekdays 1-----	Spots/Week 1	Rate $250.00						

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Contract Dates	Product	Estimate #
05/26/20 - 06/01/20	MMCCO	**7891**

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		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 15	WLEX	05/26/20	06/01/20	LEX18 M-F Late News	11-1135pm		:30			NM	4	$300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	11-11--	4	$75.00						
N 16	WLEX	05/26/20	06/01/20	Tonight Show	1135pm-1237a		:30			NM	4	$300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	-1111--	4	$75.00						
N 17	WLEX	05/26/20	06/01/20	Tuesday Prime Special	8-11pm		:30			NM	1	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	-1-----	1	$400.00						
N 18	WLEX	05/26/20	06/01/20	Wednesday Prime A	8-9pm		:30			NM	1	$300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	--1----	1	$300.00						
N 19	WLEX	05/26/20	06/01/20	Wednesday Prime B	9-10pm		:30			NM	1	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	--1----	1	$400.00						
N 20	WLEX	05/26/20	06/01/20	Wednesday Prime C	10-11pm		:30			NM	1	$400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	--1----	1	$400.00						
N 21	WLEX	05/26/20	06/01/20	Thursday Prime B	9-10pm		:30			NM	1	$100.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	---1---	1	$100.00						
N 22	WLEX	05/26/20	06/01/20	Thursday Prime C	10-11pm		:30			NM	1	$300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	---1---	1	$300.00						
N 23	WLEX	05/26/20	06/01/20	Friday Prime C	10-11pm		:30			NM	1	$300.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	----1--	1	$300.00						
N 24	WLEX	05/26/20	06/01/20	SA Today Show	7-9am		:30			NM	1	$80.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	-----1-	1	$80.00						
N 25	WLEX	05/26/20	06/01/20	LEX18 News Sunrise SA 9am	LEX18 News Sunri		:30			NM	1	$100.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	-----1-	1	$100.00						
N 26	WLEX	05/26/20	06/01/20	LEX18 News at 6pm SAT	6-630pm		:30			NM	1	$75.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	-----1-	1	$75.00						
N 27	WLEX	05/26/20	06/01/20	Saturday Prime A	8-9pm		:30			NM	1	$50.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	-----1-	1	$50.00						
N 28	WLEX	05/26/20	06/01/20	Saturday Prime B	9-10pm		:30			NM	1	$125.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	-----1-	1	$125.00						
N 29	WLEX	05/26/20	06/01/20	LEX18 News at 11pm SAT	11-1130pm		:30			NM	1	$50.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	-----1-	1	$50.00						
N 30	WLEX	05/26/20	06/01/20	LEX18 News Sunrise SU 9am	9-10am		:30			NM	1	$50.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	------1	1	$50.00						

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		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 31	WLEX	05/26/20	06/01/20	Meet The Press	10-11am		:30			NM	1	$100.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	------1	1	$100.00						
N 32	WLEX	05/26/20	06/01/20	LEX18 News at 6pm SUN	6-630pm		:30			NM	1	$100.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	------1	1	$100.00						
N 33	WLEX	05/26/20	06/01/20	Sunday 7-9pm	7-9pm		:30			NM	1	$150.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/26/20	06/01/20	------1	1	$150.00						
N 34	WLEX	05/28/20	05/29/20	LEX18 News Sunrise 5am	5-6am		:30			NM	1	$50.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/25/20	05/31/20	---TF--	1	$50.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	*WLEX*	*05/25/20-05/31/20*		*LEX18 News Sunrise 5am*	*5-6am*	----ThF----	*:30*		*~~$50.00~~*	*NM*		
See MG 34.2												
2	WLEX	06/01/20-06/01/20		LEX18 News Sunrise 5am	5-6am	M----------	:30		$50.00	NM		
Ⓜ	MG for 34.1 05/29											
N 35	WLEX	05/28/20	05/29/20	LEX18 News Sunrise 6am	6-7am		:30			NM	1	$150.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		05/25/20	05/31/20	---TF--	1	$150.00						
						Totals					79	$15,945.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/27/20 -05/31/20	63	$13,215.00	($1,982.25)	$11,232.75
06/01/20 -06/01/20	16	$2,730.00	($409.50)	$2,320.50
Totals	79	$15,945.00	($2,391.75)	$13,553.25

Signature: _____ **Date:** _____

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