

CONTRACT



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

And:

SPECIALIZED MEDIA SERVICES
741 Kenilworth Ave - Ste 204
Charlotte, NC 28204-3873

<u>Contract / Revision</u> 112018 /		<u>Alt Order #</u>
<u>Product</u> ISSUE		
<u>Contract Dates</u> 05/01/12 - 05/08/12		<u>Estimate #</u> 1282
<u>Advertiser</u> Alliance for Access to Dental Care		<u>Original Date / Revision</u> 04/27/12 / 04/27/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRAL	<u>Account Executive</u> Marian Bell	<u>Sales Office</u> WRAL Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 1149	<u>Advertiser Code</u>	<u>Product Code</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	WRAL	05/01/12	05/06/12	Noon News	12p-1p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/30/12	05/06/12	-TWTF--				2	\$600.00			
N 2	WRAL	05/01/12	05/07/12	6pm News (M-F)	6-630p		:30			NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/30/12	05/06/12	-TWTF--				3	\$2,000.00			
Week:		05/07/12	05/13/12	M-----				1	\$2,000.00			
N 3	WRAL	05/01/12	05/06/12	5:00 First News	5-530p		:30			NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/30/12	05/06/12	-TWTF--				2	\$1,800.00			
Totals											8	\$12,800.00

Time Period	# of Spots	Gross Amount	Net Amount
04/30/12 - 05/07/12	8	\$12,800.00	\$10,880.00
Totals	8	\$12,800.00	\$10,880.00

Signature: _____ Date: _____

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

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, on 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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