CONTRACT

WAVE-TV
725 South Floyd Street
Please use this for correspondence onl
Louisville, KY 40203
(502) 585-2201
www.wave3.com

And:

Perkins Nichols Media
6330 East 75th Street, Suite 144
Indianapolis, IN 46250

Contract / Revision	Alt Order #
705654 /	

Product

Contract Dates	Estimate #
01/17/12 - 01/30/12	

Advertiser	Original Date / Revision
Lugar, Dick/(Friends of)/R/Senate	01/11/12 / 06/28/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WAVE	Doug Roberts	Louisville

Special Handling

Demographic
Adults 25-54

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots	Totals Amount
N 1	WAVE	01/17/12	01/27/12	WAVE 3 News 11am	11-1130am		:30			NM	5	$450.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	01/16/12	01/22/12	-TWTF--	3	$90.00							
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
2	*WAVE*	*01/16/12-01/22/12*		*WAVE 3 News 11am*	*11-1130am*	-TuWThF----	*:30*		*~~$90.00~~*	*NM*		
	Credited											
Week:	01/23/12	01/29/12	-TWTF--	3	$90.00							
N 2	WAVE	01/17/12	01/27/12	WAVE 3 News 5-530pm	5-530pm		:30			NM	6	$1,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	01/16/12	01/22/12	-TWTF--	3	$250.00							
Week:	01/23/12	01/29/12	-TWTF--	3	$250.00							
N 3	WAVE	01/17/12	01/27/12	WAVE 3 News 530-6pm	530-6pm		:30			NM	4	$1,080.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	01/16/12	01/22/12	-TWTF--	2	$270.00							
Week:	01/23/12	01/29/12	-TWTF--	2	$270.00							
N 4	WAVE	01/17/12	01/27/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	6	$2,100.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	01/16/12	01/22/12	-TWTF--	3	$350.00							
Week:	01/23/12	01/29/12	-TWTF--	3	$350.00							
N 5	WAVE	01/22/12	01/29/12	WAVE 3 News 6pm-Sun	6-630pm		:30			NM	2	$600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	01/16/12	01/22/12	------S	1	$300.00							
Week:	01/23/12	01/29/12	------S	1	$300.00							
N 6	WAVE	01/17/12	01/27/12	WAVE 3 @ 7 PM	M-F 6:58-7:27 PM		:30			NM	6	$1,920.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	01/16/12	01/22/12	-TWTF--	3	$320.00							
Week:	01/23/12	01/29/12	-TWTF--	3	$320.00							
										Totals	29	$7,650.00

Time Period	# of Spots	Gross Amount	Net Amount
12/26/11 -01/29/12	29	$7,650.00	$6,502.50
Totals	29	$7,650.00	$6,502.50

(* 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.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

WAVE-TV
725 South Floyd Street
Please use this for correspondence onl
Louisville, KY 40203
(502) 585-2201
www.wave3.com

Contract / Revision	Alt Order #
705654 /	

Contract Dates	Product	Estimate #
01/17/12 - 01/30/12		

Advertiser	Original Date / Revision
Lugar, Dick/(Friends of)/F	01/11/12 / 06/28/12

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.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE ☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
WAVE-TV Louisville, KY	1/11/12

I, BILL PERKINS,

being/on behalf of: DICK LUGAR, a legally qualified candidate of the REPUBLICAN political party for the office of: U.S. SENATE

in the Primary election to be held on: May 8, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	12N-730p	Tu-F Sun		30X Total	over 2 wks

Total Charges: $6,579.00 NET

Copyright ©2011 by the National Association of Broadcasters. May Not Be Copied, Reproduced or Further Distributed.

WAVE-TV Louisville
1/17-1/30/12

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Dick Lugar

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Gail Lowry

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

1/11/12
Date

Signature

To Be Signed By Station Representative

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

Signature | Printed Name | Title

Copyright ©2011 by the National Association of Broadcasters. May Not Be Copied, Reproduced or Further Distributed.