

# CONTRACT



**WTOL-TV Toledo**  
**730 North Summit**  
**Toledo, OH 43604**  
**(419) 248-1111**

And:

**AKPD Message & Media**  
**730 North Franklin Street**  
**Suite 404**  
**Chicago, IL 60654**

<u>Contract / Revision</u> 1569159 /		<u>Alt Order #</u> 08259039
<u>Product</u> <b>STRICKLAND-US SENATE</b>		
<u>Contract Dates</u> <b>09/06/16 - 09/11/16</b>		<u>Estimate #</u> 
<u>Advertiser</u> <b>POL/Strickland, T/D/Senate/OH</b>		<u>Original Date / Revision</u> 08/12/16 / 08/31/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WTOL</b>	<u>Account Executive</u> Jim Rapp	<u>Sales Office</u> HRP-Chicago
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<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	WTOL	09/07/16	09/07/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/05/16	09/11/16	-- 1----	1			\$300.00					
N 2	WTOL	09/09/16	09/09/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/05/16	09/11/16	---- 1--	1			\$300.00					
N 3	WTOL	09/08/16	09/08/16	CBS This Morning	7-9am		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/05/16	09/11/16	--- 1---	1			\$250.00					
N 4	WTOL	09/11/16	09/11/16	CBS Sunday Morning	9-10:30am		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/05/16	09/11/16	----- 1	1			\$350.00					
N 5	WTOL	09/11/16	09/11/16	FACE THE NATION	10:30-11:30am		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/05/16	09/11/16	----- 1	1			\$350.00					
N 6	WTOL	09/07/16	09/07/16	News 11 @ 9AM Your Day	858-10am		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/05/16	09/11/16	-- 1----	1			\$150.00					
N 7	WTOL	09/09/16	09/09/16	News 11 @ 9AM Your Day	858-10am		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/05/16	09/11/16	---- 1--	1			\$150.00					
N 8	WTOL	09/06/16	09/06/16	Price Is Right	Price Is Right		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/05/16	09/11/16	- 1-----	1			\$600.00					
N 9	WTOL	09/09/16	09/09/16	Price Is Right	Price Is Right		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/05/16	09/11/16	---- 1--	1			\$600.00					
N 10	WTOL	09/07/16	09/07/16	NEWS 11 @ NOON	1158am-1230pm		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/05/16	09/11/16	-- 1----	1			\$600.00					

(\* 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.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

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.



**WTOL-TV Toledo**  
**730 North Summit**  
**Toledo, OH 43604**  
**(419) 248-1111**

<u>Contract / Revision</u> 1569159 /		<u>Alt Order #</u> 08259039
<u>Contract Dates</u> 09/06/16 - 09/11/16		<u>Product</u> STRICKLAND-US SENA
<u>Advertiser</u> POL/Strickland, T/D/Sena		<u>Estimate #</u> 08/12/16 / 08/31/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 11	WTOL	09/08/16	09/08/16	NEWS 11 @ NOON	1158am-1230pm		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	---1---				1	\$600.00				
N 12	WTOL	09/06/16	09/06/16	CBS Soaps	CBS Soaps		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	-1-----				1	\$500.00				
N 13	WTOL	09/07/16	09/07/16	DR. PHIL	3:58-5p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	--1----				1	\$175.00				
N 14	WTOL	09/08/16	09/08/16	DR. PHIL	3:58-5p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	---1---				1	\$175.00				
N 15	WTOL	09/09/16	09/09/16	DR. PHIL	3:58-5p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	----1--				1	\$175.00				
N 16	WTOL	09/06/16	09/06/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	-1-----				1	\$300.00				
N 17	WTOL	09/09/16	09/09/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	----1--				1	\$300.00				
N 18	WTOL	09/07/16	09/07/16	News 11 @ 6 PM	557-630p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	--1----				1	\$350.00				
N 19	WTOL	09/08/16	09/08/16	News 11 @ 6 PM	557-630p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	---1---				1	\$350.00				
N 22	WTOL	09/06/16	09/06/16	7-730pm M-F	M-F 658-730pm		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	-1-----				1	\$450.00				
N 23	WTOL	09/08/16	09/08/16	7-730pm M-F	M-F 658-730pm		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	---1---				1	\$450.00				
N 24	WTOL	09/07/16	09/07/16	730-8pm M-F	M-F 730-8pm		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	--1----				1	\$450.00				
N 25	WTOL	09/08/16	09/08/16	730-8pm M-F	M-F 730-8pm		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	---1---				1	\$450.00				
N 26	WTOL	09/06/16	09/06/16	11pm News M-F	1057-1135pm		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	-1-----				1	\$350.00				
N 27	WTOL	09/07/16	09/07/16	11pm News M-F	1057-1135pm		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	--1----				1	\$350.00				
N 28	WTOL	09/08/16	09/08/16	11pm News M-F	1057-1135pm		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	---1---				1	\$350.00				

(\* 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.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

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.



**WTOL-TV Toledo**  
**730 North Summit**  
**Toledo, OH 43604**  
**(419) 248-1111**

<u>Contract / Revision</u> 1569159 /		<u>Alt Order #</u> 08259039
<u>Contract Dates</u> <b>09/06/16 - 09/11/16</b>		<u>Product</u> STRICKLAND-US SENA
<u>Advertiser</u> <b>POL/Strickland, T/D/Sena</b>		<u>Estimate #</u> 
		<u>Original Date / Revision</u> 08/12/16 / 08/31/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
N 29	WTOL	09/09/16	09/09/16	11pm News M-F	1057-1135pm		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	----1--				1	\$350.00				
N 30	WTOL	09/11/16	09/11/16	SUN HOUR 1	Sunday Prime		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	-----1				1	\$3,000.00				
N 31	WTOL	09/07/16	09/09/16	CBS EVENING NEWS	630-7pm		:30				NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/05/16	09/11/16	--W-F--				2	\$900.00				
							<b>Totals</b>	0.00				30	\$14,575.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/16 - 09/11/16	30	\$14,575.00	(\$2,186.25)	\$12,388.75
<b>Totals</b>	30	\$14,575.00	(\$2,186.25)	\$12,388.75

**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.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

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.