

CONTRACT



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

<u>Contract / Revision</u> 1569159 /		<u>Alt Order #</u> 08259039
<u>Product</u> STRICKLAND-US SENATE		
<u>Contract Dates</u> 09/06/16 - 09/11/16		<u>Estimate #</u>
<u>Advertiser</u> POL/Strickland, T/D/Senate/OH		<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> WTOL	<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>	

And:

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

*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.

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<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				

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<u>Advertiser</u> POL/Strickland, T/D/Sena		<u>Estimate #</u>
		<u>Original Date / Revision</u> 08/12/16 / 08/31/16

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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	---I--				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	-----I				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					
Totals												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
Totals	30	\$14,575.00	(\$2,186.25)	\$12,388.75

Signature: _____ **Date:** _____

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