

# CONTRACT



**WNEM-TV5**  
 107 N. Franklin Street - 48607  
 Saginaw, MI 48607  
 (989)755-8191

www.wnem.com

And:

**Strategic Media Services**  
 3299 K Street NW, Suite 200  
 Washington, DC 20007  
 USA

<u>Contract / Revision</u> 653542 /		<u>Alt Order #</u> 07746217
<u>Product</u> SAFE ROADS YES		
<u>Contract Dates</u> 04/29/15 - 05/01/15	<u>Estimate #</u>	
<u>Advertiser</u> Safe Road Yes		<u>Original Date / Revision</u> 04/28/15 / 04/28/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WNEM	<u>Account Executive</u> Kristen Waskie	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<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	PCode	Rtn	Type	Spots	Amount
N 1	WNEM	05/01/15	05/01/15	Friday 9-10pm	9-10p		:30			FNP		NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		04/27/15	05/03/15	----1--				1	\$1,100.00					
N 2	WNEM	04/29/15	05/01/15	Dr. Phil	4-5pm		:30			FNP		NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		04/27/15	05/03/15	--WTF--				3	\$200.00					
N 3	WNEM	04/30/15	04/30/15	TV-5 News at 530pm	530-6pm		:30			PMT		NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		04/27/15	05/03/15	---1---				1	\$400.00					
N 4	WNEM	04/29/15	04/30/15	TV-5 News at 6pm	6-630pm		:30			PMT		NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		04/27/15	05/03/15	--WT---				2	\$825.00					
N 5	WNEM	04/29/15	04/30/15	Jeopardy	7-730pm		:30			IMP		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		04/27/15	05/03/15	--WT---				1	\$500.00					
N 6	WNEM	04/29/15	05/01/15	Wheel of Fortune	730-8pm		:30			IMP		NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		04/27/15	05/03/15	--WTF--				3	\$500.00					
N 7	WNEM	04/29/15	05/01/15	TV5 News at 11pm (M11-1135p			:30			PMT		NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		04/27/15	05/03/15	--WTF--				3	\$400.00					
N 8	WNEM	04/29/15	05/01/15	Late Show w/David Le	1135p-1235a		:30			PMT		NM	5	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		04/27/15	05/03/15	--WTF--				5	\$135.00					
<b>Totals</b>													19	\$7,625.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/27/15 - 05/01/15	19	\$7,625.00	(\$1,143.75)	\$6,481.25
<b>Totals</b>	19	\$7,625.00	(\$1,143.75)	\$6,481.25

(\* 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 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.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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<u>Contract Dates</u> 04/29/15 - 05/01/15	<u>Product</u> SAFE ROADS YES	<u>Estimate #</u>
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<u>Advertiser</u> Safe Road Yes	<u>Original Date / Revision</u> 04/28/15 / 04/28/15
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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> Wnem TVS Saginaw, MI	<b>Date:</b> 4-28-15
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I, Michelle Irvin

do hereby request station time concerning the following issue:

Michigan Tax
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See attached					

This broadcast time will be used by: Safe Roads Yes

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Safe Roads Yes; 2145 Commons Parkway Okemos, MI 48864

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Mary Doster

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

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

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

3.6.15                      *Michelle*                      202.337.5700  
Date                                      Signature                                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted                       Accepted in Part                       Rejected  
*Kenneth*                      KENNETH H. FRIEDMAN, JR.                      LOCAL SALES MGR  
Signature                                      Printed Name                                      Title

REP HEADLINE# 7746217  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET

FAX# 610-225-1191  
 HARRIS REPORT FROM REP  
 APR28/15 10.41  
 \*\*\* WNEM-TV \*\*\*

ADV # 1204  
 ADV. NAME ISS/SAFE ROADS YES

AGY # 1204  
 AGY. NAME STRATEGIC MEDIA SERVICES

1911 NORTH FT. MYER DRIVE #400  
 ARLINGTON, VA 22209

ORDER # \_\_\_\_\_  
 CONTRACT # 7746217

PRDCT SAFE ROADS YES  
 EST# \_\_\_\_\_

FLIGHT DATES APR29/15 MAY1/15 WK-1  
 COMMENTS: (LINE, ORDER, INVOICE)

CITY TAX \_\_\_\_\_  
 STATE TAX \_\_\_\_\_  
 CO-OP BILLING NEEDED \_\_\_\_\_  
 DATE APR28/15 10.41

REP.# \_\_\_\_\_ OFF.# 1584 SALESMAN # \_\_\_\_\_

BUYER NAME BENJAMIN RHEAULT

SALES PRSN PH- KRISTEN WASKIE

CLASS: NATL. LOCAL REGIONAL

REP.# \_\_\_\_\_ OFF.# 1584 SALESMAN # \_\_\_\_\_

BUYER NAME BENJAMIN RHEAULT

SALES PRSN PH- KRISTEN WASKIE

CLASS: NATL. LOCAL REGIONAL

REP.# \_\_\_\_\_ OFF.# 1584 SALESMAN # \_\_\_\_\_

REP: NEW SAFE ROADS YES ORDER  
 TOTAL \$7625  
 PLEASE CONFIRM THANKS  
 JAMIE

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 SAFE ROADS YES

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			900P-1000P	30		\$1,100.00	5/1	5/1	1		FRI	1
PROGRAM : HAWAII 5-0												
2			400P-500P	30		\$200.00	4/29	5/1	3		W-F	3
PROGRAM : DR PHIL												
3			530P-600P	30		\$400.00	4/30	4/30	1		THU	1
PROGRAM : NEWS												
4			600P-630P	30		\$825.00	4/29	4/30	2		W-TH	2
PROGRAM : NEWS												
5			700P-730P	30		\$500.00	4/29	4/30	1		W-TH	1
PROGRAM : JEOPARDY												

REP HEADLINE# 7746217  
 \*\*\* ORIGINAL REV#0 \*\*\*  
 REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
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 \*\*\* WNNM-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
6			730P-800P	30	3	\$500.00	4/29	5/1	3		W-F	3
PROGRAM : WHEEL												
7			1100P-1135P	30	2	\$400.00	4/29	5/1	3		W-F	3
PROGRAM : LATE NEWS												
8			1135P-1235A	30	2	\$135.00	4/29	5/1	5		W-F	5
PROGRAM : LETTERMAN												
MAY/15 \$7,625.00												

MARKET TOTALS \$16,576 WNNM  
 SVC- NSI  
 DEMOS- RA35+\*

CONTRACT TOTAL \$7,625.00  
 TOTAL SPOTS 19  
 4%