

CONTRACT



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

And:

Mentzer Media Services
210 W Pennsylvania Ave
Suite 250
Towson, MD 21204

<u>Contract / Revision</u> 1524076 /		<u>Alt Order #</u> 08250865
<u>Product</u> PORTMAN FOR SENATE		
<u>Contract Dates</u> 07/25/16 - 07/31/16		<u>Estimate #</u> 2970
<u>Advertiser</u> POL/Portman, R/United States Senate		<u>Original Date / Revision</u> 05/18/16 / 05/24/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTOL	<u>Account Executive</u> Dorie Penafiel	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> 1021	<u>Advertiser Code</u> 280	<u>Product 1/2</u> 316
<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	07/29/16	07/29/16	DR. PHIL	3:58-5p		:30				NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/25/16	07/31/16	----1--	1			\$180.00					
N 2	WTOL	07/29/16	07/29/16	CBS EVENING NEWS	630-7pm		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/25/16	07/31/16	----1--	1			\$500.00					
N 3	WTOL	07/25/16	07/25/16	MON HOUR 3	Monday Prime		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/25/16	07/31/16	1-----	1			\$1,300.00					
N 4	WTOL	07/25/16	07/25/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/25/16	07/31/16	1-----	1			\$180.00					
N 5	WTOL	07/25/16	07/25/16	7-730pm M-F	M-F 658-730pm		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/25/16	07/31/16	1-----	1			\$550.00					
N 6	WTOL	07/25/16	07/25/16	Mon Hour 1	Monday Prime		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/25/16	07/31/16	1-----	1			\$1,400.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WTOL	07/25/16-07/31/16	Mon Hour 1	Monday Prime	M-----	:30		\$1,400.00		NM		
			See MG 6.2										
	2	WTOL	07/25/16-07/25/16	Mon Hour 1	Monday Prime	M-----	:30		\$1,400.00		NM		
			MG for 6.1 07/25										
N 7	WTOL	07/25/16	07/25/16	MON HOUR 2	Monday Prime		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/25/16	07/31/16	1-----	1			\$1,500.00					
N 8	WTOL	07/30/16	07/30/16	SAT HOUR 3	Saturday Prime		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/25/16	07/31/16	-----1-	1			\$400.00					
N 9	WTOL	07/30/16	07/30/16	AM SATURDAY	8-10am		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					

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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 Dates</u> 07/25/16 - 07/31/16		<u>Product</u> PORTMAN FOR SENAT
<u>Estimate #</u> 2970		
<u>Advertiser</u> POL/Portman, R/United S		<u>Original Date / Revision</u> 05/18/16 / 05/24/16

*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>				
Week:		07/25/16	07/31/16	-----1-				1	\$75.00				
N 10	WTOL	07/30/16	07/30/16	SAT HOUR 1	Saturday Prime		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	-----1-				1	\$300.00				
N 11	WTOL	07/30/16	07/30/16	SAT HOUR 2	Saturday Prime		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	-----1-				1	\$300.00				
N 12	WTOL	07/31/16	07/31/16	SUN HOUR 1	Sunday Prime		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	-----1				1	\$1,500.00				
N 13	WTOL	07/28/16	07/28/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	---1---				1	\$180.00				
D 14	WTOL	07/28/16	07/28/16	Broad Rotation	ROS		:30				NM	0	\$0.00
N 15	WTOL	07/28/16	07/28/16	7-730pm M-F	M-F 658-730pm		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	---1---				1	\$550.00				
N 16	WTOL	07/28/16	07/28/16	CBS This Morning	7-9am		:30				NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	---1---				1	\$120.00				
N 17	WTOL	07/26/16	07/26/16	DR. PHIL	3:58-5p		:30				NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	-1-----				1	\$180.00				
N 18	WTOL	07/26/16	07/26/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	-1-----				1	\$180.00				
N 19	WTOL	07/26/16	07/26/16	CBS This Morning	7-9am		:30				NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	-1-----				1	\$120.00				
N 20	WTOL	07/26/16	07/26/16	TUE HOUR 1	Tuesday Prime		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	-1-----				1	\$1,100.00				
N 21	WTOL	07/26/16	07/26/16	TUE HOUR 2	Tuesday Prime		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	-1-----				1	\$1,300.00				
N 22	WTOL	07/27/16	07/27/16	DR. PHIL	3:58-5p		:30				NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	--1----				1	\$180.00				
N 23	WTOL	07/27/16	07/27/16	CBS EVENING NEWS	630-7pm		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	--1----				1	\$500.00				
N 24	WTOL	07/27/16	07/27/16	7-730pm M-F	M-F 658-730pm		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	--1----				1	\$550.00				
N 25	WTOL	07/27/16	07/27/16	CBS This Morning	7-9am		:30				NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	--1----				1	\$120.00				

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		Start Date	End Date	Weekdays	Spots/Week	Rate							
Totals								0.00				24	\$13,265.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/27/16 -07/31/16	24	\$13,265.00	(\$1,989.75)	\$11,275.25
Totals	24	\$13,265.00	(\$1,989.75)	\$11,275.25

Signature: _____ **Date:** _____

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