

# CONTRACT



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

<u>Contract / Revision</u> 1579574 /		<u>Alt Order #</u> 08364924
<u>Product</u> <b>PORTMAN FOR SENATE</b>		
<u>Contract Dates</u> <b>09/20/16 - 09/26/16</b>		<u>Estimate #</u> <b>3681</b>
<u>Advertiser</u> <b>POL/Portman, R/United States Senate</b>		<u>Original Date / Revision</u> 09/08/16 / 10/31/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTOL	<u>Account Executive</u> 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>	

And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WTOL	09/23/16	09/23/16	DR. PHIL	3:58-5p		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	----1--				1	\$75.00				
N 2	WTOL	09/23/16	09/23/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	----1--				1	\$150.00				
N 3	WTOL	09/23/16	09/23/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	----1--				1	\$50.00				
N 4	WTOL	09/23/16	09/23/16	CBS This Morning	7-9am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	----1--				1	\$50.00				
N 5	WTOL	09/26/16	09/26/16	STEPHEN COLBERT	1135p-1237a		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	1-----				1	\$25.00				
N 6	WTOL	09/26/16	09/26/16	YOUR MORNING 5:30 AM	528-6am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	1-----				1	\$50.00				
N 7	WTOL	09/26/16	09/26/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	1-----				1	\$50.00				
N 8	WTOL	09/26/16	09/26/16	Mon Hour 1	Monday Prime		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/26/16	10/02/16	1-----				1	\$300.00				
	<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	09/26/16-10/02/16	Mon Hour 1	Monday Prime	M-----	:30		<del>\$300.00</del>		NM		
				<i>Credited</i>									
N 9	WTOL	09/24/16	09/24/16	SAT HOUR 3	Saturday Prime		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/19/16	09/25/16	-----1-				1	\$100.00				

(\* 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> 1579574 /		<u>Alt Order #</u> 08364924
<u>Contract Dates</u> 09/20/16 - 09/26/16		<u>Product</u> PORTMAN FOR SENAT
		<u>Estimate #</u> 3681
<u>Advertiser</u> POL/Portman, R/United S		<u>Original Date / Revision</u> 09/08/16 / 10/31/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 10	WTOL	09/24/16	09/24/16	NEWS 11 @ 11P WEEK-ENC	1057-1135pm		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/19/16	09/25/16	-----1-	1			\$125.00					
N 12	WTOL	09/25/16	09/25/16	NFL TODAY	NFL Today		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/19/16	09/25/16	-----1	1			\$100.00					
	<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	09/19/16-09/25/16	NFL TODAY	NFL Today	-----Su	:30		<del>\$100.00</del>		NM		
	Credited												
N 13	WTOL	09/25/16	09/25/16	Sun Prime Other	Sunday Prime		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/19/16	09/25/16	-----1	1			\$450.00					
	<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	09/19/16-09/25/16	Sun Prime Other	Sunday Prime	-----Su	:30		<del>\$450.00</del>		NM		
	Credited												
N 14	WTOL	09/22/16	09/22/16	NEWS 11 LATE RUN NEWS	Various		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/19/16	09/25/16	---1---	1			\$225.00					
N 15	WTOL	09/22/16	09/22/16	YOUR MORNING 5:30 AM	528-6am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/19/16	09/25/16	---1---	1			\$50.00					
N 16	WTOL	09/22/16	09/22/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/19/16	09/25/16	---1---	1			\$50.00					
N 17	WTOL	09/20/16	09/20/16	11pm News M-F	1057-1135pm		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/19/16	09/25/16	-1-----	1			\$225.00					
N 18	WTOL	09/20/16	09/20/16	DR. PHIL	3:58-5p		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/19/16	09/25/16	-1-----	1			\$75.00					
N 19	WTOL	09/20/16	09/20/16	YOUR MORNING 5:30 AM	528-6am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/19/16	09/25/16	-1-----	1			\$50.00					
N 20	WTOL	09/20/16	09/20/16	CBS This Morning	7-9am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/19/16	09/25/16	-1-----	1			\$50.00					
N 21	WTOL	09/21/16	09/21/16	STEPHEN COLBERT	1135p-1237a		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/19/16	09/25/16	--1----	1			\$25.00					
	<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	09/19/16-09/25/16	STEPHEN COLBERT	1135p-1237a	---W-----	:30		<del>\$25.00</del>		NM		
	Credited												
N 22	WTOL	09/21/16	09/21/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/19/16	09/25/16	--1----	1			\$150.00					
N 23	WTOL	09/21/16	09/21/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/19/16	09/25/16	--1----	1			\$50.00					

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<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	09/19/16-09/25/16		YOUR MORNING 6:00 AM	558-7am	---W-----	:30		<del>\$50.00</del>		NM		
<i>Credited</i>													
N 24	WTOL	09/21/16	09/21/16	CBS This Morning	7-9am		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/19/16	09/25/16	--1----			1	\$50.00					
N 25	WTOL	09/25/16	09/25/16	SYN Sun 1205a-105a	1205x-105x		:30				NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/19/16	09/25/16	-----S			1	\$10.00					
<b>Totals</b>								0.00				19	\$1,610.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/29/16 -09/25/16	16	\$1,485.00	(\$222.75)	\$1,262.25
09/26/16 -09/26/16	3	\$125.00	(\$18.75)	\$106.25
<b>Totals</b>	19	\$1,610.00	(\$241.50)	\$1,368.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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