

CONTRACT



WNEM.COM

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

www.wnem.com

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue, Suite 306
Towson, MD 21204

Contract / Revision 609586 /		Alt Order # 07420799
Product END SPENDING ACT FND		
Contract Dates 10/01/14 - 10/07/14		Estimate # 1377
Advertiser Ending Spending Action Fund		Original Date / Revision 09/30/14 / 09/30/14
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WNEM	Account Executive Jared Kelhart	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB# TV12736	Advertiser Code 114	Product Code 126
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WNEM	10/05/14	10/05/14	NFL Football	1-4p		:30			PMT		NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	-----1				1	\$850.00					
D 2	WNEM	10/05/14	10/05/14	Sunday 7-8pm	7-8pm		:30			FNP		NM	0	\$0.00
D 3	WNEM	10/02/14	10/02/14	TV5 News at 11pm (M11-1135p)			:30			FNP		NM	0	\$0.00
N 4	WNEM	10/02/14	10/02/14	Jeopardy	7-730pm		:30			PMT		NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	---1---				1	\$1,000.00					
N 5	WNEM	10/07/14	10/07/14	TV5 News at 11pm (M11-1135p)			:30			PMT		NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/06/14	10/12/14	-1-----				1	\$800.00					
N 6	WNEM	10/06/14	10/06/14	Monday 10-11pm	10-11pm		:30			PMT		NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/06/14	10/12/14	1-----				1	\$1,200.00					
N 7	WNEM	10/01/14	10/01/14	TV5 News at 11pm (M11-1135p)			:30			PMT		NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	--1----				1	\$800.00					
N 8	WNEM	10/05/14	10/05/14	Delayed 60 Minutes	730-830p		:30			FNP		NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	-----S				1	\$1,000.00					
N 9	WNEM	10/02/14	10/02/14	Delayed News M-SU After 1130p			:30			PMT		NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/29/14	10/05/14	---T---				1	\$800.00					
Totals													7	\$6,450.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/07/14	7	\$6,450.00	(\$967.50)	\$5,482.50
Totals	7	\$6,450.00	(\$967.50)	\$5,482.50

(* 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 / Revision</u>	<u>Alt Order #</u>
609586 /	07420799

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/01/14 - 10/07/14	END SPENDING ACT F	1377

<u>Advertiser</u>	<u>Original Date / Revision</u>
Ending Spending Action	09/30/14 / 09/30/14

Signature: _____ Date: _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WVNM	Date: 9-30-14
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I, Rita O'Brennan
do hereby request station time concerning the following issue:

Ending Spending/Action Fund

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: Ending Spending Action Fund

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

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

Ending Speeches Action Fund
617 S. 1st St.
Arlington, VA 22204

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):

CEO: Todd Rickolls
President: Brian Baker
Treasurer: Nancy Watkins

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**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):

Ending Spending Action Fund
817 Slaters Lane
Alexandria, VA 22314

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):

CEO: Todd Ricketts
President: Brian Baker
Treasurer: Nancy Watkins

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)

8/1/13 [Signature] 202-642-2771
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted In Part ☐ Rejected
[Signature] Margaret A. Gamm DSM
Signature Printed Name Title

REP: TEL# 610-293-4111 FAX# 610-225-1191

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

SEP29/14 18.46 *** WNNM-TV ***

REP HEADLINE# 7420799 TRF# 609586 ORDER WORKSHEET HARRIS REPORT FROM REP **CHANGES**

\$\$\$ UNAPPROVED REV #1 \$\$\$

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS
8	A		730P-830P	30		\$1,000.00	10/5	10/5	1		SUN	1
PROGRAM : DELAYED 60 MINUTES												
ORD COM1 : SPOTS ARE NA DUE TO NFL, PLEASE ADVISE ON MAKE GOOD OFFERS. THANKS												
THIS IS A MAKE-GOOD FOR OCT5 ON LINE-2 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT2 ON LINE-3 FOR 1 SPOT/WK												
9	A		1130P-1205A	30		\$800.00	10/2	10/2	1		THU	1
PROGRAM : DELAYED LATE NEWS												
ORD COM1 : SPOTS ARE NA DUE TO NFL, PLEASE ADVISE ON MAKE GOOD OFFERS. THANKS												
PART OF A MAKEGOOD MADE UP OF LINES 8-9												
3	S		1100P-1135P	30		\$800.00	10/2	10/2	0		THU	0
PROGRAM : TV 5 NEWS AT 11P												
CON COM1 : TV 5 NEWS AT 11P												
STATION MAKEGOOD OFFERS:												
M1	OK'D		BUY#2				OCT5		30S	\$1,000.00	(SEP29/14)	
			BUY#3				OCT2		30S	\$800.00		
							OCT5		30S	\$1,000.00	PLS ADVISE.	
							OCT2		30S	\$800.00		
CMT:SPOTS ARE NA DUE TO NFL, PLEASE ADVISE ON MAKE GOOD OFFERS. THANKS												
OCT/14			\$6,450.00								CONTRACT TOTAL	\$6,450.00
											TOTAL SPOTS	7

MARKET TOTALS \$25,800

MSU GAME PURCHASED ON WJR

SVC- NSI
DEMOS- RW35+*

MOD CODE A-ADD B-BUY TV

P-CLASS,PLAN,SECT Q-PAID

NAME
LTIPLE

REP HEADLINE# 7420799 *** ORIGINAL REV#0 ***

REP: TEL# 610-293-4111 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP29/14 14.34
*** WNNM-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS
2			700P-800P	30		\$1,000.00	10/5	10/5	1		SUN	1
PROGRAM : 60 MINUTES												
CON COM1: 60 MINUTES												
3			1100P-1135P	30		\$800.00	10/2	10/2	1		THU	1
PROGRAM : TV 5 NEWS AT 11P												
CON COM1: TV 5 NEWS AT 11P												
4			700P-730P	30	2	\$1,000.00	10/2	10/2	1		THU	1
PROGRAM : JEOPARDY												
CON COM1: JEOPARDY												
5			1100P-1135P	30	2	\$800.00	10/7	10/7	1		TUE	1
PROGRAM : TV 5 NEWS AT 11P												
CON COM1: TV 5 NEWS AT 11P												
6			1000P-1100P	30	2	\$1,200.00	10/6	10/6	1		MON	1
PROGRAM : NCIS:LA-CBS												
CON COM1: NCIS:LA-CBS												
7			1100P-1135P	30	2	\$800.00	10/1	10/1	1		WED	1
PROGRAM : TV 5 NEWS AT 11P												
CON COM1: TV 5 NEWS AT 11P												
OCT/14 \$6,450.00												
											CONTRACT TOTAL	\$6,450.00
											TOTAL SPOTS	7

MARKET TOTALS \$25,800 WNNM
MSU GAME PURCHASED ON WJRT
SVC- NSI
DEMOS- RW35+*