

CONTRACT



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

And:

GMMB
3050 K St NW
Suite 100
Washington, DC 20007

<u>Contract / Revision</u> 1577231 /		<u>Alt Order #</u> 08360994
<u>Product</u> HILLARY FOR AMERICA		
<u>Contract Dates</u> 10/18/16 - 10/24/16	<u>Estimate #</u> 5290	
<u>Advertiser</u> POL/Clinton, Hillary/D/United States Presiden		<u>Original Date / Revision</u> 09/01/16 / 10/25/16
<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>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 278	<u>Product 1/2</u> 295
<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	10/18/16	10/24/16	SYN M-F 10-11a	10a-11a		:30				NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				4	\$25.00				
N 2	WTOL	10/18/16	10/24/16	11pm News M-F	1057-1135pm		:30				NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				3	\$275.00				
D 3	WTOL	10/18/16	10/21/16	STEPHEN COLBERT	1135p-1237a		:30				NM	0	\$0.00
N 4	WTOL	10/18/16	10/24/16	Price Is Right	Price Is Right		:30				NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				4	\$200.00				
	<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>		
	2	WTOL	10/18/16-10/24/16	Price Is Right	Price Is Right	MTuWThF----	:30		\$200.00		NM		
			See MG 4.5										
	4	WTOL	10/18/16-10/24/16	Price Is Right	Price Is Right	MTuWThF----	:30		\$200.00		NM		
			Credited										
	5	WTOL	10/18/16-10/24/16	Price Is Right	Price Is Right	MTuWThF----	:30		\$200.00		NM		
			Ⓜ MG for 4.2 10/21										
N 5	WTOL	10/18/16	10/24/16	CBS Soaps	CBS Soaps		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				2	\$125.00				
N 6	WTOL	10/18/16	10/24/16	NEWS 11 @ NOON	1158am-1230pm		:30				NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				4	\$175.00				
N 7	WTOL	10/18/16	10/24/16	NEWS 11 REPLAY	News 11 Replay		:30				NM	3	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWT---				3	\$5.00				
N 8	WTOL	10/18/16	10/24/16	The Talk	The Talk		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				2	\$75.00				
N 9	WTOL	10/18/16	10/24/16	Let's Make A Deal	Let's Make A Deal		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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<u>Contract / Revision</u> 1577231 /		<u>Alt Order #</u> 08360994
<u>Contract Dates</u> 10/18/16 - 10/24/16		<u>Product</u> HILLARY FOR AMERICA
<u>Advertiser</u> POL/Clinton, Hillary/D/Un		<u>Estimate #</u> 5290
		<u>Original Date / Revision</u> 09/01/16 / 10/25/16

*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:		10/18/16	10/24/16	MTWTF--				3	\$75.00				
	<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>		
	2	WTOL	10/18/16-10/24/16	Let's Make A Deal	Let's Make A Deal	MTuWThF----	:30		\$75.00		NM		
Credited													
N 10	WTOL	10/18/16	10/24/16	DR. PHIL	3:58-5p		:30				NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				3	\$75.00				
N 12	WTOL	10/18/16	10/24/16	YOUR MORNING 5 AM	5-530am		:30				NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				3	\$40.00				
N 13	WTOL	10/18/16	10/24/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				3	\$150.00				
N 14	WTOL	10/18/16	10/24/16	YOUR MORNING 5:30 AM	528-6am		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				2	\$50.00				
N 15	WTOL	10/18/16	10/24/16	News 11 @ 6 PM	557-630p		:30				NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				3	\$275.00				
N 16	WTOL	10/18/16	10/24/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				2	\$350.00				
N 17	WTOL	10/18/16	10/24/16	7-730pm M-F	M-F 658-730pm		:30				NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				2	\$450.00				
N 18	WTOL	10/18/16	10/24/16	CBS This Morning	7-9am		:30				NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				5	\$50.00				
N 19	WTOL	10/18/16	10/24/16	730-8pm M-F	M-F 730-8pm		:30				NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				3	\$450.00				
N 20	WTOL	10/18/16	10/24/16	News 11 @ 9AM Your Day	858-10am		:30				NM	4	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				4	\$35.00				
D 21	WTOL	10/21/16	10/21/16	FRI HOUR 3	Friday Prime		:30				NM	0	\$0.00
D 22	WTOL	10/21/16	10/21/16	Big Board Friday Football	Big Board Friday Fo		:30				NM	0	\$0.00
N 23	WTOL	10/22/16	10/23/16	NEWS 11 @ 11P WEEK-END	1057-1135pm		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----SS				1	\$175.00				
N 24	WTOL	10/22/16	10/22/16	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:		10/17/16	10/23/16	-----1-				1	\$100.00				
N 25	WTOL	10/22/16	10/22/16	Blue Bloods	Blue Bloods		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----1-				1	\$25.00				
D 26	WTOL	10/22/16	10/22/16	WOF SA	658-8pm		:30				NM	0	\$0.00

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Advertiser POL/Clinton, Hillary/D/Un		Estimate # 5290
		Original Date / Revision 09/01/16 / 10/25/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
D 27	WTOL	10/22/16	10/22/16	Jeopardy - Sat	Jeopardy - Sat		:30				NM	0	\$0.00
N 28	WTOL	10/22/16	10/22/16	AM SATURDAY	8-10am		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----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	10/17/16-10/23/16	AM SATURDAY	8-10am	-----Sa--	:30		\$100.00		NM		
		See MG 28.2											
	2	WTOL	10/17/16-10/23/16	AM SATURDAY	8-10am	-----Sa--	:30		\$100.00		NM		
		Ⓜ MG for 28.1 10/22											
N 29	WTOL	10/23/16	10/23/16	SUN HOUR 4	Sunday Prime		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----1				1	\$225.00				
N 32	WTOL	10/23/16	10/23/16	NFL TODAY	NFL Today		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----1				1	\$100.00				
D 33	WTOL	10/23/16	10/23/16	NFL Football	NFL Football		:30				NM	0	\$0.00
N 34	WTOL	10/23/16	10/23/16	AM SUNDAY	AM Sunday		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----1				1	\$25.00				
N 35	WTOL	10/23/16	10/23/16	SUN HOUR 1	Sunday Prime		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----1				1	\$700.00				
N 36	WTOL	10/23/16	10/23/16	CBS Sunday Morning	9-10:30am		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----1				1	\$75.00				
N 37	WTOL	10/18/16	10/18/16	TUE HOUR 1	Tuesday 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:		10/17/16	10/23/16	-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	10/17/16-10/23/16	TUE HOUR 1	Tuesday Prime	-Tu-----	:30		\$300.00		NM		
		Credited											
N 38	WTOL	10/18/16	10/18/16	TUE HOUR 2	Tuesday Prime		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-1-----				1	\$825.00				
D 39	WTOL	10/24/16	10/24/16	SYN M-F 10-11a	10a-11a		:30				NM	0	\$0.00
D 40	WTOL	10/24/16	10/24/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	0	\$0.00
D 41	WTOL	10/24/16	10/24/16	7-730pm M-F	M-F 658-730pm		:30				NM	0	\$0.00
D 42	WTOL	10/24/16	10/24/16	CBS This Morning	7-9am		:30				NM	0	\$0.00
D 43	WTOL	10/24/16	10/24/16	730-8pm M-F	M-F 730-8pm		:30				NM	0	\$0.00
D 44	WTOL	10/24/16	10/24/16	News 11 @ 9AM Your Day	858-10am		:30				NM	0	\$0.00
D 45	WTOL	10/24/16	10/24/16	Price Is Right	Price Is Right		:30				NM	0	\$0.00
D 46	WTOL	10/24/16	10/24/16	NEWS 11 @ NOON	1158am-1230pm		:30				NM	0	\$0.00
N 47	WTOL	10/18/16	10/24/16	YOUR MORNING 4:30 AM	430-5am		:30				NM	2	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				2	\$5.00				
N 48	WTOL	10/23/16	10/23/16	SYN Sun 1205a-105a	1205x-105x		:30				NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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Week:		10/17/16	10/23/16	-----S				2	\$10.00				
D 49	WTOL	10/18/16	10/21/16	4-430am	CBS Morning News		:30				NM	0	\$0.00
D 50	WTOL	10/24/16	10/24/16	4-430am	CBS Morning News		:30				NM	0	\$0.00
N 51	WTOL	10/18/16	10/24/16	STEPHEN COLBERT	1135p-1237a		:30				NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/18/16	10/24/16	MTWTF--				4	\$50.00				
	<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>		
	4	WTOL	10/18/16-10/24/16	STEPHEN COLBERT	1135p-1237a	MTuWThF----	:30		\$50.00		NM		
	See MG 51.5												
	5	WTOL	10/18/16-10/24/16	STEPHEN COLBERT	1135p-1237a	MTuWThF----	:30		\$50.00		NM		
	Ⓜ MG for 51.4 10/21												
N 52	WTOL	10/21/16	10/21/16	Big Board Friday Football	Big Board Friday F		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	----F--				1	\$400.00				
N 53	WTOL	10/19/16	10/19/16	Presidential/VP Debate	9-11p		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	--W----				1	\$2,500.00				
N 54	WTOL	10/23/16	10/23/16	Leading Edge	Leading Edge		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S				1	\$75.00				
N 55	WTOL	10/19/16	10/21/16	NEWS 11 @ NOON	1158am-1230pm		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	--WTF--				1	\$175.00				
N 56	WTOL	10/22/16	10/22/16	News 11 @ 6PM Wk-end Lat	Late Run 6pm New		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S-				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	10/17/16-10/23/16	News 11 @ 6PM Wk-end Lat	Late Run 6pm New	-----Sa--	:30		\$100.00		NM		
	Credited												
N 57	WTOL	10/18/16	10/21/16	The Talk	The Talk		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-TWTF--				1	\$75.00				
N 58	WTOL	10/23/16	10/23/16	Cleveland Browns	Cleveland Browns		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S				1	\$600.00				
N 59	WTOL	10/23/16	10/23/16	NFL Football	NFL Football		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	-----S				2	\$1,000.00				
Totals								0.00				79	\$16,255.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/24/16	79	\$16,255.00	(\$2,438.25)	\$13,816.75
Totals	79	\$16,255.00	(\$2,438.25)	\$13,816.75

(* 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.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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

<u>Contract / Revision</u>	<u>Alt Order #</u>
1577231 /	08360994

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/18/16 - 10/24/16	HILLARY FOR AMERICA	5290

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Clinnton, Hillary/D/Un	09/01/16 / 10/25/16

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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