

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> 1539403 /		<u>Alt Order #</u> 08276501
<u>Product</u> HILLARY FOR AMERICA		
<u>Contract Dates</u> 07/12/16 - 07/18/16		<u>Estimate #</u> 4927
<u>Advertiser</u> POL/Clinton, Hillary/D/United States Presiden		<u>Original Date / Revision</u> 06/17/16 / 07/12/16
<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	07/12/16	07/15/16	FLIP MY FOOD	M-F 10-1030am		:30				NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	- TWTF - -	3			\$40.00					
N 2	WTOL	07/12/16	07/15/16	FIX IT & FINISH IT	M-F 1030-11am		:30				NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	- TWTF - -	3			\$40.00					
N 3	WTOL	07/12/16	07/15/16	11pm News M-F	1057-1135pm		:30				NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	- TWTF - -	3			\$750.00					
N 4	WTOL	07/12/16	07/15/16	STEPHEN COLBERT	1135p-1237a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	- TWTF - -	2			\$150.00					
N 5	WTOL	07/12/16	07/15/16	Price Is Right	Price Is Right		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	- TWTF - -	3			\$800.00					
N 6	WTOL	07/12/16	07/15/16	CBS Soaps	CBS Soaps		:30				NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	- TWTF - -	4			\$400.00					
N 7	WTOL	07/18/16	07/18/16	LATE, LATE SHOW	1237a-137a		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/18/16	07/24/16	1- - - - -	1			\$50.00					
N 8	WTOL	07/12/16	07/15/16	NEWS 11 @ NOON	1158am-1230pm		:30				NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	- TWTF - -	4			\$500.00					
N 9	WTOL	07/12/16	07/15/16	NEWS 11 REPLAY	News 11 Replay		:30				NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	- TWTF - -	2			\$15.00					
N 10	WTOL	07/18/16	07/18/16	The Talk	The Talk		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/18/16	07/24/16	2- - - - -	2			\$350.00					

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<u>Estimate #</u> 4927		
<u>Advertiser</u> POL/Clinton, Hillary/D/Un		<u>Original Date / Revision</u> 06/17/16 / 07/12/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 11	WTOL	07/12/16	07/15/16	4-430am	CBS Morning News		:30				NM	3	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	-TWTF--	3			\$10.00					
N 12	WTOL	07/18/16	07/18/16	DR. PHIL	3:58-5p		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/18/16	07/24/16	2-----	2			\$600.00					
N 14	WTOL	07/12/16	07/15/16	YOUR MORNING 5 AM	5-530am		:30				NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	-TWTF--	3			\$125.00					
N 15	WTOL	07/12/16	07/15/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	-TWTF--	3			\$800.00					
N 16	WTOL	07/12/16	07/15/16	YOUR MORNING 5:30 AM	528-6am		:30				NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	-TWTF--	3			\$325.00					
N 17	WTOL	07/12/16	07/15/16	News 11 @ 6 PM	557-630p		:30				NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	-TWTF--	3			\$1,000.00					
N 18	WTOL	07/12/16	07/15/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	-TWTF--	3			\$500.00					
N 19	WTOL	07/18/16	07/18/16	CBS EVENING NEWS	630-7pm		: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:		07/18/16	07/24/16	1-----	1			\$1,500.00					
N 20	WTOL	07/12/16	07/15/16	7-730pm M-F	M-F 658-730pm		:30				NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	-TWTF--	3			\$2,500.00					
N 21	WTOL	07/12/16	07/15/16	CBS This Morning	7-9am		:30				NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	-TWTF--	5			\$450.00					
N 22	WTOL	07/12/16	07/15/16	730-8pm M-F	M-F 730-8pm		:30				NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	-TWTF--	3			\$2,500.00					
N 23	WTOL	07/12/16	07/15/16	News 11 @ 9AM Your Day	858-10am		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	-TWTF--	3			\$150.00					
N 24	WTOL	07/15/16	07/15/16	FRI HOUR 3	Friday Prime		:30				NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	----1--	1			\$3,500.00					
N 25	WTOL	07/16/16	07/17/16	NEWS 11 @ 11P WEEK-END	1057-1135pm		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	-----SS	1			\$400.00					
N 26	WTOL	07/16/16	07/17/16	News 11 @ 6 PM Weekend	557-630pm		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	-----SS	1			\$250.00					
N 27	WTOL	07/16/16	07/16/16	WOF SA	658-8pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		07/11/16	07/17/16	-----1-	1			\$300.00					

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 28	WTOL	07/16/16	07/16/16	AM SATURDAY	8-10am		:30				NM	1	\$150.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/11/16	07/17/16	-----1-				1	\$150.00					
N 29	WTOL	07/17/16	07/17/16	FACE THE NATION	10:30-11:30am		:30				NM	2	\$900.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/11/16	07/17/16	-----2				2	\$450.00					
N 30	WTOL	07/17/16	07/17/16	AM SUNDAY	AM Sunday		:30				NM	1	\$150.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/11/16	07/17/16	-----1				1	\$150.00					
N 31	WTOL	07/17/16	07/17/16	SUN HOUR 1	Sunday Prime		:30				NM	1	\$7,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/11/16	07/17/16	-----1				1	\$7,500.00					
N 32	WTOL	07/17/16	07/17/16	Sun Hour 2	Sunday Prime		:30				NM	1	\$5,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/11/16	07/17/16	-----1				1	\$5,000.00					
N 33	WTOL	07/17/16	07/17/16	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:		07/11/16	07/17/16	-----1				1	\$75.00					
N 34	WTOL	07/17/16	07/17/16	CBS Sunday Morning	9-10:30am		:30				NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/11/16	07/17/16	-----1				1	\$450.00					
N 35	WTOL	07/17/16	07/17/16	SUN HOUR 3	Sunday Prime		:30				NM	1	\$4,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/11/16	07/17/16	-----1				1	\$4,000.00					
N 36	WTOL	07/15/16	07/15/16	FRI HOUR 1	Friday Prime		:30				NM	1	\$5,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/11/16	07/17/16	----1--				1	\$5,000.00					
N 37	WTOL	07/14/16	07/14/16	THU HOUR 2	Thursday Prime		:30				NM	1	\$7,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/11/16	07/17/16	---1---				1	\$7,500.00					
N 39	WTOL	07/12/16	07/12/16	TUE HOUR 1	Tuesday Prime		:30				NM	1	\$5,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/11/16	07/17/16	-1----				1	\$5,000.00					
N 40	WTOL	07/13/16	07/13/16	WED HOUR 1	Wednesday Prime		:30				NM	1	\$7,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/11/16	07/17/16	--1----				1	\$7,500.00					
N 41	WTOL	07/12/16	07/15/16	YOUR MORNING 4:30 AM	430-5am		:30				NM	3	\$45.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/11/16	07/17/16	-TWTF--				3	\$15.00					
N 42	WTOL	07/14/16	07/15/16	The Talk	The Talk		:30				NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/11/16	07/17/16	---TF--				1	\$350.00					
Totals								0.00					83	\$86,320.00

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<u>Advertiser</u> POL/Clinton, Hillary/D/Un		<u>Original Date / Revision</u> 06/17/16 / 07/12/16

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/27/16 - 07/18/16	83	\$86,320.00	(\$12,948.00)	\$73,372.00
Totals	83	\$86,320.00	(\$12,948.00)	\$73,372.00

Signature: _____ **Date:** _____

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