

# CONTRACT



**WTOL-TV Toledo**  
**730 North Summit**  
**Toledo, OH 43604**  
**Sales T&C: <http://bit.ly/2FYavgw>**  
**(419) 248-1111**

<u>Contract / Revision</u> 2075193 /		<u>Alt Order #</u> 09266601
<u>Advertiser</u> POL/Dettelbach, S/D/ATG/OH		<u>Original Date / Revision</u> 10/02/18 / 10/19/18
<u>Contract Dates</u> 10/16/18 - 10/22/18	<u>Estimate #</u> 5753	
<u>Product</u> DETTELBAACH FOR ATG		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTOL	<u>Account Executive</u> Ryan Eddins	<u>Sales Office</u> HRP-Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> TV13041	<u>Advertiser Code</u> 967	<u>Product 1/2</u> 1115
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Canal Partners Media**  
**900 Circle 75 Parkway SE**  
**Suite 1650**  
**Atlanta, GA 30339**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTOL	10/17/18	10/17/18	CBS This Morning	7-9am		:15			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/18	10/21/18	-- 1----				1	\$65.00			
N 2	WTOL	10/18/18	10/18/18	News 11 @ 9am	858-10am		:15			NM	1	\$48.75
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/18	10/21/18	--- 1---				1	\$48.75			
D 3	WTOL	10/19/18	10/19/18	Price Is Right	11-12pm		:15			NM	0	\$0.00
D 4	WTOL	10/22/18	10/22/18	Noon News	1158am-1230pm		:15			NM	0	\$0.00
N 5	WTOL	10/16/18	10/16/18	Noon News	1158am-1230pm		:15			NM	1	\$146.25
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/18	10/21/18	- 1-----				1	\$146.25			
N 6	WTOL	10/19/18	10/19/18	CBS Soaps	CBS Soaps		:15			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/18	10/21/18	--- 1--				1	\$140.00			
D 7	WTOL	10/22/18	10/22/18	Let's Make A Deal	Let's Make A Deal		:15			NM	0	\$0.00
N 8	WTOL	10/16/18	10/16/18	4-5pm M-F	M-F 3:58-5p		:15			NM	1	\$81.25
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/18	10/21/18	- 1-----				1	\$81.25			
D 9	WTOL	10/18/18	10/18/18	4-5pm M-F	M-F 3:58-5p		:15			NM	0	\$0.00
N 10	WTOL	10/17/18	10/17/18	5pm News	5-6pm		:15			NM	1	\$146.25
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/18	10/21/18	-- 1----				1	\$146.25			
D 11	WTOL	10/19/18	10/19/18	5pm News	5-6pm		:15			NM	0	\$0.00
D 12	WTOL	10/22/18	10/22/18	6pm News	557-630p		:15			NM	0	\$0.00
N 13	WTOL	10/18/18	10/18/18	6pm News	557-630p		:15			NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/18	10/21/18	--- 1---				1	\$195.00			
N 14	WTOL	10/16/18	10/16/18	7-730pm M-F	M-F 658-730pm		:15			NM	1	\$211.25

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

All broadcast and digital advertising placed with station are governed by and subject to the Station's Advertising Terms and Conditions, which can be reviewed at the Sales T&Cs link located next to the Station's address at the top of the page. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conditions conflict with Station's Advertising Terms and Conditions, linked above.

We Warrant that the actual broadcast information shown on this statement was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice.

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.



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<u>Contract Dates</u> <b>10/16/18 - 10/22/18</b>	<u>Product</u> DETTELACH FOR ATC	<u>Estimate #</u> <b>5753</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	- 1 - - - - -				1	\$211.25			
N 15	WTOL	10/22/18	10/22/18	730-8pm M-F	M-F 730-8pm		:15			NM	1	\$211.25
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/18	10/28/18	1 - - - - -				1	\$211.25			
N 16	WTOL	10/18/18	10/18/18	11pm News	1057-1135pm		:15			NM	1	\$178.75
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	- - - 1 - - -				1	\$178.75			
N 17	WTOL	10/21/18	10/21/18	11pm News Wk-end	11p-1135p		:15			NM	1	\$146.25
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/18	10/21/18	- - - - - 1				1	\$146.25			
	<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	10/15/18-10/21/18	11pm News Wk-end	11p-1135p	- - - - - Su	:15		<del>\$146.25</del>	NM		
	See MG 17.2											
	2	WTOL	10/21/18-10/21/18	11pm News Late Run	Various	- - - - - Su	:15		\$146.25	NM		
	Ⓜ MG for 17.1 10/21											
Totals											11	\$1,570.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/22/18	11	\$1,570.00	(\$235.50)	\$1,334.50
<b>Totals</b>	11	\$1,570.00	(\$235.50)	\$1,334.50

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

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