

# CONTRACT



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

www.wnem.com

And:

**Mundy Katowitz Media**  
**1322 G Street, SE**  
**Washington, DC 20003**  
**USA**

<u>Contract / Revision</u> 607105 /		<u>Alt Order #</u> 07379403
<u>Product</u> BERNSTEIN 4 JUSTICE		
<u>Contract Dates</u> 10/14/14 - 10/20/14	<u>Estimate #</u> 2337	
<u>Advertiser</u> Richard Bernstein For Justice		<u>Original Date / Revision</u> 10/01/14 / 10/01/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WNEM	<u>Account Executive</u> Jared Kelhart	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> TV14019	<u>Advertiser Code</u> 512	<u>Product Code</u> 534
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
1	WNEM	10/17/14	10/17/14	TV5 News at 11pm (M11-1135p			:30			PMT		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	----1--				1	\$500.00					
2	WNEM	10/17/14	10/17/14	Price Is Right w/Drew 11a-12n			:30			PMT		NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	----1--				1	\$325.00					
3	WNEM	10/17/14	10/17/14	Dr. Phil	4-5pm		:30			PMT		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	----1--				1	\$200.00					
4	WNEM	10/17/14	10/17/14	Wakeup 5-6a	5-6am		:30			PMT		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	----1--				1	\$200.00					
5	WNEM	10/17/14	10/17/14	TV-5 News at 6pm	6-630pm		:30			PMT		NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	----1--				1	\$900.00					
6	WNEM	10/20/14	10/20/14	TV5 Noon News	12n-1230p		:30			PMT		NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	1-----				1	\$325.00					
7	WNEM	10/20/14	10/20/14	TV-5 News at 530pm	530-6pm		:30			PMT		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	1-----				1	\$500.00					
8	WNEM	10/20/14	10/20/14	CBS This Morning	7-9am		:30			PMT		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	1-----				1	\$200.00					
9	WNEM	10/20/14	10/20/14	Wheel of Fortune	730-8pm		: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:		10/20/14	10/26/14	1-----				1	\$850.00					
12	WNEM	10/19/14	10/19/14	Wakeup (Su) 7-9am	7-9am		:30			PMT		NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	-----1				1	\$130.00					
13	WNEM	10/19/14	10/19/14	CBS Sun AM 9a-1030	9-1030am		:30			PMT		NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					

(\* 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.


**WNEM.COM**
[www.wnem.com](http://www.wnem.com)

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

<u>Contract / Revision</u> 607105 /		<u>Alt Order #</u> 07379403
<u>Contract Dates</u> 10/14/14 - 10/20/14	<u>Product</u> BERNSTEIN 4 JUSTICE	<u>Estimate #</u> 2337
<u>Advertiser</u> Richard Bernstein For Ju		<u>Original Date / Revision</u> 10/01/14 / 10/01/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	-----1				1	\$325.00					
14	WNEM	10/16/14	10/16/14	TV5 Noon News	12n-1230p		:30			PMT		NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	---1---				1	\$325.00					
15	WNEM	10/16/14	10/16/14	TV-5 News at 5pm	5-530pm		:30			PMT		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	---1---				1	\$500.00					
16	WNEM	10/16/14	10/16/14	Jeopardy	7-730pm		: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:		10/13/14	10/19/14	---1---				1	\$850.00					
17	WNEM	10/16/14	10/16/14	CBS This Morning	7-9am		:30			PMT		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	---1---				1	\$200.00					
18	WNEM	10/14/14	10/14/14	TV5 Noon News	12n-1230p		:30			PMT		NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	-1-----				1	\$325.00					
19	WNEM	10/14/14	10/14/14	TV-5 News at 530pm	530-6pm		:30			PMT		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	-1-----				1	\$500.00					
20	WNEM	10/14/14	10/14/14	CBS This Morning	7-9am		:30			PMT		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	-1-----				1	\$200.00					
21	WNEM	10/14/14	10/14/14	Wheel of Fortune	730-8pm		: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:		10/13/14	10/19/14	-1-----				1	\$850.00					
22	WNEM	10/15/14	10/15/14	TV5 News at 11pm (M11-1135p			:30			PMT		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	--1----				1	\$500.00					
23	WNEM	10/15/14	10/15/14	Price Is Right w/Drew	11a-12n		:30			PMT		NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	--1----				1	\$325.00					
24	WNEM	10/15/14	10/15/14	Dr. Phil	4-5pm		:30			PMT		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	--1----				1	\$200.00					
25	WNEM	10/15/14	10/15/14	Wakeup 5-6a	5-6am		:30			PMT		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	--1----				1	\$200.00					
26	WNEM	10/15/14	10/15/14	TV-5 News at 6pm	6-630pm		:30			PMT		NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	--1----				1	\$900.00					
N 27	WNEM	10/18/14	10/18/14	TV-5 News Saturday	7-730p		:30			PMT		NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	-----S-				1	\$225.00					
N 28	WNEM	10/14/14	10/14/14	Wakeup 5-6a	5-6am		:30			PMT		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	-T-----				1	\$200.00					
N 29	WNEM	10/14/14	10/17/14	Ferguson	1236a-0135a		:30			PMT		NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	-TW-F--				1	\$30.00					

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Contract / Revision	Alt Order #
607105 /	07379403

Contract Dates	Product	Estimate #
10/14/14 - 10/20/14	BERNSTEIN 4 JUSTICE	2337

Advertiser	Original Date / Revision
Richard Bernstein For Ju	10/01/14 / 10/01/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 30	WNEM	10/18/14	10/18/14	Sat 1205x-105x	1205x-105x		:30			PMT		NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	-----S-				1	\$20.00					
<b>Totals</b>													<b>28</b>	<b>\$10,805.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/20/14	28	\$10,805.00	(\$1,620.75)	\$9,184.25
<b>Totals</b>	<b>28</b>	<b>\$10,805.00</b>	<b>(\$1,620.75)</b>	<b>\$9,184.25</b>

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

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

**Station and Location:**

**Date:**

Wnem TV5 Saginaw, MI

10-1-14

I, Mundy Katowitz Media

being/on behalf of: Richard Bernstein

a legally qualified candidate of the Non-Partisan

political party for the office of: Michigan Supreme Court Justice

in the General

election to be held on: November 4th, 2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>See attached</u>					

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

Richard Bernstein for Justice, 31731 NW Hwy, Farmington Hills, MI 48834

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Marya Sieminski - Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

09/08/2014

Date

Marya V. Sieminski

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Kenneth H. H. Friedman

Printed Name

Local Sales Mgr

Title



100





```
PROGRAM : PRICE-RT 2-CBS<
CON COM1 : PRICE-RT 2-CBS<
```

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL :SPTS
3			400P-500P	30	2	\$200.00	10/17	10/17	1		FRI	1
	PROGRAM : DR. PHIL.											
	CON COM1: DR. PHIL											
4			500A-600A	30	2	\$200.00	10/17	10/17	1		FRI	1
	PROGRAM : WNEM-WAKEUP-5											
	CON COM1: WNEM-WAKEUP-5											
5			600P-630P	30	2	\$900.00	10/17	10/17	1		FRI	1
	PROGRAM : WNEM-5 NEWS-6											
	CON COM1: WNEM-5 NEWS-6											
6			1200N-1230P	30	2	\$325.00	10/20	10/20	1		MON	1
	PROGRAM : WNEM-5 NW-NOON											
	CON COM1: WNEM-5 NW-NOON											
7			530P-600P	30	2	\$500.00	10/20	10/20	1		MON	1
	PROGRAM : WNEM-5NWS-530P											
	CON COM1: WNEM-5NWS-530P											
8			700A-900A	30	2	\$200.00	10/20	10/20	1		MON	1
	PROGRAM : CBS THS MRNG-2<											
	CON COM1: CBS THS MRNG-2<											
9			730P-800P	30	2	\$850.00	10/20	10/20	1		MON	1
	PROGRAM : WHEEL-FORTNE											
	CON COM1: WHEEL-FORTNE											
10			600P-630P	30		\$225.00	10/18	10/18	1		SAT	1
	PROGRAM : WNEM-5 NEWS-6											
	CON COM1: WNEM-5 NEWS-6											
11			630P-700P	30		\$250.00	10/19	10/19	1		SUN	1
	PROGRAM : WNEM-5NWS-630P											
	CON COM1: WNEM-5NWS-630P											

na

7-730P

na

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

REP HEADLINE# 7379403  
 \*\*\* ORIGINAL REV#0 \*\*\*

SEP18/14 10.52  
 \*\*\* WNEM-TV \*\*\*

:LINE#:REP :LINE#:	:CD: :	TIME PERIOD :	LGTH :	SEC :	RATE :	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL :SPTS:
12		700A-900A PROGRAM : WNEM-5 WK WKUP CON COM1: WNEM-5 WK WKUP	30	2	\$130.00	10/19	10/19	1		SUN	1
13		900A-1030A PROGRAM : AVG. ALL WKS< CON COM1: AVG. ALL WKS<	30	2	\$325.00	10/19	10/19	1		SUN	1
14		1200N-1230P PROGRAM : WNEM-5 NW-NOON CON COM1: WNEM-5 NW-NOON	30	2	\$325.00	10/16	10/16	1		THU	1
15		500P-530P PROGRAM : WNEM-5 NEWS-5 CON COM1: WNEM-5 NEWS-5	30	2	\$500.00	10/16	10/16	1		THU	1
16		700P-730P PROGRAM : JEOPARDY CON COM1: JEOPARDY	30	2	\$850.00	10/16	10/16	1		THU	1
17		700A-900A PROGRAM : CBS THS MRNG-2< CON COM1: CBS THS MRNG-2<	30	2	\$200.00	10/16	10/16	1		THU	1
18		1200N-1230P PROGRAM : WNEM-5 NW-NOON CON COM1: WNEM-5 NW-NOON	30	2	\$325.00	10/14	10/14	1		TUE	1
19		530P-600P PROGRAM : WNEM-5NWS-530P CON COM1: WNEM-5NWS-530P	30	2	\$500.00	10/14	10/14	1		TUE	1
20		700A-900A PROGRAM : CBS THS MRNG-2< CON COM1: CBS THS MRNG-2<	30	2	\$200.00	10/14	10/14	1		TUE	1

REP HEADLINE# 7379403

\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4111

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 610-225-1191

SEP18/14 10.52

\*\*\* WNEM-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS
21			730P-800P	30	2	\$850.00	10/14	10/14	1		TUE	1
PROGRAM : WHEEL-FORTNE												
CON COM1: WHEEL-FORTNE												
22			1100P-1135P	30	2	\$500.00	10/15	10/15	1		WED	1
PROGRAM : WNEM-5 NEWS-11<												
CON COM1: WNEM-5 NEWS-11<												
23			1100A-1200N	30	2	\$325.00	10/15	10/15	1		WED	1
PROGRAM : PRICE-RT 2-CBS<												
CON COM1: PRICE-RT 2-CBS<												
24			400P-500P	30	2	\$200.00	10/15	10/15	1		WED	1
PROGRAM : DR. PHIL												
CON COM1: DR. PHIL												
25			500A-600A	30	2	\$200.00	10/15	10/15	1		WED	1
PROGRAM : WNEM-WAKEUP-5												
CON COM1: WNEM-WAKEUP-5												
26			600P-630P	30	2	\$900.00	10/15	10/15	1		WED	1
PROGRAM : WNEM-5 NEWS-6												
CON COM1: WNEM-5 NEWS-6												
OCT/14			10805.00									
											CONTRACT TOTAL	10805.00
											TOTAL SPOTS	26

MARKET TOTALS \$27,012 WNEM

SVC- NSI  
DEMOS- RA35+\*