

# CONTRACT



**WNWO**  
**300 Byrne Rd**  
**Toledo, OH 43615-6217**  
**(419) 535-0024**

<u>Contract / Revision</u> 652050 /		<u>Alt Order #</u>
<u>Product</u> MI HD 57		
<u>Contract Dates</u> 11/05/16 - 11/08/16		<u>Estimate #</u> 5052
<u>Advertiser</u> Michigan House Rep Campaign Committee		<u>Original Date / Revision</u> 11/04/16 / 11/04/16
<u>Billing Cycle</u> WEEKLY	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WNWO	<u>Account Executive</u> House House-Toledo	<u>Sales Office</u> Local-Toledo
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agy Code</u> 9912521	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 4769	<u>Advertiser Ref</u> 62392	

And:

**Strategic Media Services**  
**1911 N Ft Myer Dr Ste 400**  
**Arlington, VA 22209**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WNWO	11/07/16	11/08/16	M-F 5a-6a	5a-6a		:15/:15				BK	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	11-----				2	\$100.00				
N 2	WNWO	11/07/16	11/08/16	M-F 6a-7a	6a-7a		:15/:15				BK	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	11-----				2	\$200.00				
N 3	WNWO	11/07/16	11/08/16	Today Show	7a-9a		:15/:15				BK	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	11-----				2	\$350.00				
N 4	WNWO	11/07/16	11/08/16	NBC24 News at 1130am	1128a-12p		:15/:15				BK	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	11-----				2	\$200.00				
N 5	WNWO	11/07/16	11/07/16	M-F 5-6p News	M-F 458p-6p		:15/:15				BK	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	1-----				1	\$350.00				
N 6	WNWO	11/07/16	11/07/16	M-F 6p-630p	6p-630p		:15/:15				BK	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	1-----				1	\$350.00				
N 7	WNWO	11/07/16	11/07/16	M-F 11p-1135p News	11p-1135p		:15/:15				BK	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	1-----				1	\$400.00				
N 8	WNWO	11/06/16	11/06/16	Meet The Press	9a-10a		:15/:15				BK	1	\$300.00
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N 9	WNWO	11/06/16	11/06/16	Sa-Su 6p-630p News	5:58p-6:30p		:15/:15				BK	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----S				1	\$350.00				
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Week:		10/31/16	11/06/16	-----S				1	\$450.00				
<b>Totals</b>								0.00				14	\$3,900.00

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

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.



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<u>Contract Dates</u> 11/05/16 - 11/08/16	<u>Product</u> MI HD 57	<u>Estimate #</u> 5052
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<u>Advertiser</u> Michigan House Rep Can	<u>Original Date / Revision</u> 11/04/16 / 11/04/16
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Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/16 - 11/06/16	3	\$1,100.00	(\$165.00)	\$935.00
11/07/16 - 11/13/16	11	\$2,800.00	(\$420.00)	\$2,380.00
<b>Totals</b>	<b>14</b>	<b>\$3,900.00</b>	<b>(\$585.00)</b>	<b>\$3,315.00</b>

Signature: Laura Stewart Date: 11/4/16

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at ...<http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

William A. Binkman 11-4-16

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**Signature:** *Laura Stewart* **Date:** 11/4/16

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# MI HD 57

652050

Revision #:      Date: 11/4/2016  
10:40 AM

Client: MI HD 57      Estimate: 5052  
 Media: TV      Description: MI HD 57 11.5-11.8  
 Product: TV      Flight Start Date: 11/5/2016 03:00 AM  
 Market: Toledo      Flight End Date: 11/8/2016 02:59 AM  
 Survey: Jul16 DMA Custom Live+1  
 Buyer: Whitney Eversole

Send Billing To: Strategic Media Placement  
 7669 Stagers Loop  
 Delaware, OH 43015  
 Phone: 740-201-5500  
 Fax: 740-201-5502

Separation between spots: 30

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Dur	Sat 11/5	Sun 11/6	Mon 11/7	Tue 11/8	Total Spots	
1	WNWO-TV MTuWThF 5:00a-6:00a NBC24 News 5a	RT	\$100.00	\$85.00	30	30	0	0	1	1	2	
2	MTuWThF 6:00a-7:00a NBC24 News 6a	EM	\$200.00	\$170.00	30	30	0	0	1	1	2	
3	MTuWThF 7:00a-9:00a Today Show	EM	\$350.00	\$297.50	30	30	0	0	1	1	2	
4	MTuWThF 11:30a-12:00p NBC24 Midday News	DT	\$200.00	\$170.00	30	30	0	0	1	1	2	
5	MTuWThF 5:00p-6:00p NBC24 News 5p	EN	\$350.00	\$297.50	30	30	0	0	1	0	1	
6	MTuWThF 6:00p-6:30p NBC24 News 6p	EN	\$350.00	\$297.50	30	30	0	0	1	0	1	
7	MTuWThF 11:00p-11:35p NBC24 News 11p	LN	\$400.00	\$340.00	30	30	0	0	1	0	1	
8	Su 9:00a-10:00a Meet the Press	RT	\$300.00	\$255.00	30	30	0	1	0	0	1	
9	Su 6:00p-6:30p NBC24 News 6p sun	EN	\$350.00	\$297.50	30	30	0	1	0	0	1	
10	Su 11:30p-12:05a NBC24 news after NFL	LF	\$450.00	\$382.50	30	30	0	1	0	0	1	
							<b>Total Spots:</b>		0	3	7	4
							<b>Total Cost:</b>		\$3,900.00		\$3,315.00	

Signature: \_\_\_\_\_

Disclaimer:

# MI HD 57

## Summary by Station/System

Date: 11/4/2016  
10:40 AM

Send Billing To: Strategic Media Placement  
7669 Stagers Loop  
Delaware, OH 43015  
Phone: 740-201-5500  
Fax: 740-201-5502

Client: MI HD 57  
Media: TV  
Product: TV  
Market: Toledo

Estimate: 5052  
Description: MI HD 57 11.5-11.8  
Flight Start Date: 11/5/2016 03:00 AM  
Flight End Date: 11/8/2016 02:59 AM  
Survey: Jul16 DMA Custom Live+1  
Buyer: Whitney Eversole

Separation between spots: 30

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WNWO-TV	14	\$3,900.00	100%	\$3,315.00	100%
<b>Market Total:</b>	<b>14</b>	<b>\$3,900.00</b>		<b>\$3,315.00</b>	

## 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**

<b>Station and Location:</b>	<b>Date:</b>
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I, STRATEGIC MEDIA PLACEMENT,

being/on behalf of: MIHRCC/Bronna Kahle, a legally

qualified candidate of the REPUBLICAN political

party for the office of: MI HD 57

in the GENERAL

election to be held on: 11/8/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

MIHRCC/Bronna Kahle

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:

Kevin Cotter

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***

10/18/16

Date



Signature

***To Be Signed By Station Representative***

Accepted

Accepted in Part

Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, STRATEGIC MEDIA PLACEMENT

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does  does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

ADAM SHAW

printed name

10/18/16

date