



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

CONTRACT

Contract / Revision 652050 /		Alt Order #
Product MI HD 57		
Contract Dates 11/05/16 - 11/08/16		Estimate # 5052
Advertiser Michigan House Rep Campaign Committee		Original Date / Revision 11/04/16 / 11/04/16
Billing Cycle WEEKLY	Billing Calendar Broadcast	Cash/Trade Cash
Property WNWO	Account Executive House House-Toledo	Sales Office Local-Toledo
Special Handling		
Demographic Adults 25-54		
Agy Code 9912521	Advertiser Code	Product 1/2
Agency Ref 4769	Advertiser Ref 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
		<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	\$300.00				
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				
N 10	WNWO	11/06/16	11/06/16	Late News after Football	Late News after Fo		:15/:15				BK	1	\$450.00
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Week:		10/31/16	11/06/16	-----S				1	\$450.00				
Totals								0.00				14	\$3,900.00

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652050 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/05/16 - 11/08/16	MI HD 57	5052

<u>Advertiser</u>	<u>Original Date / Revision</u>
Michigan House Rep Can	11/04/16 / 11/04/16

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
Totals	14	\$3,900.00	(\$585.00)	\$3,315.00

Signature: Laura StewartDate: 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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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
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652050

Revision #: 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

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
WNWO-TV											
1	MTuWThF 5:00a-6:00a NBC24 News 5a	RT	\$100.00	\$85.00	30		0	0	1	1	2
2	MTuWThF 6:00a-7:00a NBC24 News 6a	EM	\$200.00	\$170.00	30		0	0	1	1	2
3	MTuWThF 7:00a-9:00a Today Show	EM	\$350.00	\$297.50	30		0	0	1	1	2
4	MTuWThF 11:30a-12:00p NBC24 Midday News	DT	\$200.00	\$170.00	30		0	0	1	1	2
5	MTuWThF 5:00p-6:00p NBC24 News 5p	EN	\$350.00	\$297.50	30		0	0	1	0	1
6	MTuWThF 6:00p-6:30p NBC24 News 6p	EN	\$350.00	\$297.50	30		0	0	1	0	1
7	MTuWThF 11:00p-11:35p NBC24 News 11p	LN	\$400.00	\$340.00	30		0	0	1	0	1
8	Su 9:00a-10:00a Meet the Press	RT	\$300.00	\$255.00	30		0	1	0	0	1
9	Su 6:00p-6:30p NBC24 News 6p sun	EN	\$350.00	\$297.50	30		0	1	0	0	1
10	Su 11:30p-12:05a NBC24 news after NFL	LF	\$450.00	\$382.50	30		0	1	0	0	1
Total Cost:			\$3,900.00				0	3	7	4	
Total Spots:							0	3	7	4	
							\$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%
Market Total:	14	\$3,900.00		\$3,315.00	

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:

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

A. S.

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