

CONTRACT



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

www.wnem.com

And:

Waterfront Strategies
 3050 K Street NW, Suite 100
 Washington, DC 20007-5108
 USA

<u>Contract / Revision</u> 983580 /		<u>Alt Order #</u> 09671166
<u>Advertiser</u> Vote Vets Action Fund		<u>Original Date / Revision</u> 11/07/19 / 11/07/19
<u>Contract Dates</u> 11/07/19 - 11/22/19	<u>Estimate #</u> 7944	
<u>Product</u> ISSUE		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WNEM	<u>Account Executive</u> Jordanna Goodman	<u>Sales Office</u> HRP-PHILADEL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u> 97	<u>Product 1/2</u> 103
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
N 1	WNEM	11/07/19	11/20/19	Wakeup 5-6a	5-6am		:30			IMP	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/07/19	11/13/19	MTWTF--				1	\$120.00				
	Week:	11/14/19	11/20/19	MTWTF--				1	\$120.00				
N 2	WNEM	11/07/19	11/20/19	Wakeup 6-7a	6-7a		:30			PMT	NM	8	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/07/19	11/13/19	MTWTF--				4	\$325.00				
	Week:	11/14/19	11/20/19	MTWTF--				4	\$325.00				
N 3	WNEM	11/07/19	11/20/19	CBS This Morning	7-9am		:30			IMP	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/07/19	11/13/19	MTWTF--				4	\$200.00				
	Week:	11/14/19	11/20/19	MTWTF--				4	\$200.00				
N 4	WNEM	11/07/19	11/20/19	WNEM TV5 News @ 9a-10a	9a-10a		:30			FNP	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/07/19	11/13/19	MTWTF--				1	\$200.00				
	Week:	11/14/19	11/20/19	MTWTF--				1	\$200.00				
N 5	WNEM	11/09/19	11/16/19	Wakeup (Sa) 8-9am	8-9am		:30			PMT	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/04/19	11/10/19	-----1-				1	\$160.00				
	Week:	11/11/19	11/17/19	-----1-				1	\$160.00				
N 6	WNEM	11/10/19	11/17/19	CBS Sun AM 9a-1030a	9-1030am		:30			PMT	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/04/19	11/10/19	-----1				1	\$400.00				
	Week:	11/11/19	11/17/19	-----1				1	\$400.00				
N 7	WNEM	11/10/19	11/17/19	Face The Nation	1030a-1130a		:30			IMP	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/04/19	11/10/19	-----1				1	\$120.00				
	Week:	11/11/19	11/17/19	-----1				1	\$120.00				
N 8	WNEM	11/07/19	11/20/19	Price Is Right w/Drew	11a-12n		:30			PMT	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/07/19	11/13/19	MTWTF--				2	\$350.00				
	Week:	11/14/19	11/20/19	MTWTF--				2	\$350.00				

(* 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.

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Advertiser	Original Date / Revision
Vote Vets Action Fund	11/07/19 / 11/07/19

Contract Dates	Product	Estimate #
11/07/19 - 11/22/19	ISSUE	7944

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
N 9	WNEM	11/07/19	11/20/19	TV5 Noon News	12n-1230p		:30			PMT	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/19	11/13/19	MTWTF--				2	\$325.00				
Week:		11/14/19	11/20/19	MTWTF--				2	\$325.00				
N 10	WNEM	11/07/19	11/20/19	Dr. Phil	4-5pm		:30			IMP	NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/19	11/13/19	MTWTF--				1	\$190.00				
Week:		11/14/19	11/20/19	MTWTF--				1	\$190.00				
N 11	WNEM	11/07/19	11/20/19	TV-5 News at 5pm	5-530pm		:30			PMT	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/19	11/13/19	MTWTF--				1	\$500.00				
Week:		11/14/19	11/20/19	MTWTF--				1	\$500.00				
N 12	WNEM	11/07/19	11/20/19	TV-5 News at 530pm	530-6pm		:30			PMT	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/19	11/13/19	MTWTF--				2	\$500.00				
Week:		11/14/19	11/20/19	MTWTF--				2	\$500.00				
N 13	WNEM	11/07/19	11/20/19	TV-5 News at 6pm	6-630pm		:30			PMT	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/19	11/13/19	MTWTF--				2	\$850.00				
Week:		11/14/19	11/20/19	MTWTF--				2	\$850.00				
N 14	WNEM	11/07/19	11/20/19	Jeopardy	7-730pm		:30			PMT	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/19	11/13/19	MTWTF--				2	\$700.00				
Week:		11/14/19	11/20/19	MTWTF--				2	\$700.00				
N 15	WNEM	11/07/19	11/20/19	Wheel of Fortune	730-8pm		:30			PMT	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/19	11/13/19	MTWTF--				2	\$700.00				
Week:		11/14/19	11/20/19	MTWTF--				2	\$700.00				
N 16	WNEM	11/12/19	11/19/19	Tuesday 8-9pm	8-9pm		:30			PMT	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/11/19	11/17/19	-1-----				1	\$700.00				
Week:		11/18/19	11/24/19	-1-----				1	\$700.00				
N 17	WNEM	11/13/19	11/13/19	Survivor	8-9pm		:30			IMP	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/11/19	11/17/19	--1----				1	\$850.00				
N 18	WNEM	11/20/19	11/20/19	Survivor	8-9pm		:30			IMP	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/18/19	11/24/19	--1----				1	\$850.00				
N 19	WNEM	11/07/19	11/20/19	TV5 News at 11pm (M11-1135p			:30			PMT	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/19	11/13/19	MTWTF--				2	\$500.00				
Week:		11/14/19	11/20/19	MTWTF--				2	\$500.00				
N 20	WNEM	11/10/19	11/10/19	NFL Football	1p-4pm/1-5pm		:30			IMP	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/04/19	11/10/19	-----1				1	\$325.00				
	<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	WNEM	11/04/19-11/10/19	NFL Football	1p-4pm/1-5pm	-----Su	:30		\$325.00		NM		
				See MG 20.2									
	2	WNEM	11/22/19-11/22/19	TV5 Noon News	12n-1230p	-----F----	:30		\$325.00		NM		

Ⓜ MG for 20.1 11/10

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Totals												63	\$26,705.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/28/19 - 11/22/19	63	\$26,705.00	(\$4,005.75)	\$22,699.25
Totals	63	\$26,705.00	(\$4,005.75)	\$22,699.25

Signature: _____ Date: _____

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