

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> 11/06/19 / 11/06/19
<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 @ 9M-F	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-1030:9-1030am		: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)

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983580 /	09671166

<u>Advertiser</u>	<u>Original Date / Revision</u>
Vote Vets Action Fund	11/06/19 / 11/06/19

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

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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				
Totals												63	\$26,705.00

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11/07/19 - 11/22/19	ISSUE	7944

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/28/19 - 11/20/19	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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