

# CONTRACT



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

**WNEM.COM**

www.wnem.com

And:

**Strategic Media Services**  
 1911 North Ft. Myer Drive, Suite 400  
 Arlington, VA 22209  
 USA

<u>Contract / Revision</u> 605274 / 2		<u>Alt Order #</u> 07341435
<u>Product</u> R/B SCHUETTE FOR AG		
<u>Contract Dates</u> 10/27/14 - 11/04/14	<u>Estimate #</u>	
<u>Advertiser</u> Bill Schuette for Attorney General		<u>Original Date / Revision</u> 09/10/14 / 10/24/14
<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>	<u>Advertiser Code</u>	<u>Product Code</u>
<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	10/27/14	10/31/14	Late Show w/David Le	1135p-1235a		:30			PMT		NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	MTWTF--				5	\$175.00					
2	WNEM	11/03/14	11/03/14	Late Show w/David Le	1135p-1235a		:30			PMT		NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/03/14	11/09/14	1-----				1	\$175.00					
4	WNEM	11/01/14	11/01/14	TV-5 News at 11pm (S11-1135p			:30			PMT		NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----1-				1	\$300.00					
5	WNEM	11/02/14	11/02/14	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>					
Week:		10/27/14	11/02/14	-----1				1	\$325.00					
6	WNEM	10/28/14	10/28/14	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:		10/27/14	11/02/14	-1-----				1	\$325.00					
7	WNEM	10/30/14	10/31/14	TV5 Noon News	12n-1230p		:30			PMT		NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	---TF--				2	\$325.00					
8	WNEM	11/03/14	11/03/14	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:		11/03/14	11/09/14	1-----				1	\$325.00					
10	WNEM	11/03/14	11/03/14	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:		11/03/14	11/09/14	1-----				1	\$500.00					
11	WNEM	10/29/14	10/29/14	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:		10/27/14	11/02/14	--1----				1	\$500.00					
12	WNEM	10/27/14	10/29/14	TV5 News at 11pm (M11-1135p			:30			PMT		NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	MTW----				3	\$500.00					
13	WNEM	10/31/14	10/31/14	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>					

(\* 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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605274 / 2	07341435

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/27/14 - 11/04/14	R/B SCHUETTE FOR A	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Bill Schuette for Attorney	09/10/14 / 10/24/14

*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:		10/27/14	11/02/14	----1--				1	\$500.00					
14	WNEM	11/03/14	11/03/14	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:		11/03/14	11/09/14	1-----				1	\$500.00					
16	WNEM	10/27/14	10/31/14	Jeopardy	7-730pm		:30			PMT		NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	MTWTF--				5	\$850.00					
<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>		
3	WNEM	10/27/14-11/02/14		Jeopardy	7-730pm	MTuWThF----	:30		<del>\$850.00</del>			NM		
See MG 25.2,25.3,25.4,25.5,25.6,25.7,25.8,25.9,25.10,25.11,25.12,25.13,25.14,25.15,25.16,25.17,25.18,25.19														
5	WNEM	10/27/14-11/02/14		Jeopardy	7-730pm	MTuWThF----	:30		<del>\$850.00</del>			NM		
See MG 25.2,25.3,25.4,25.5,25.6,25.7,25.8,25.9,25.10,25.11,25.12,25.13,25.14,25.15,25.16,25.17,25.18,25.19														
17	WNEM	11/03/14	11/03/14	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:		11/03/14	11/09/14	1-----				1	\$850.00					
18	WNEM	10/27/14	10/31/14	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:		10/27/14	11/02/14	MTWTF--				5	\$850.00					
<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	10/27/14-11/02/14		Wheel of Fortune	730-8pm	MTuWThF----	:30		<del>\$850.00</del>			NM		
See MG 25.2,25.3,25.4,25.5,25.6,25.7,25.8,25.9,25.10,25.11,25.12,25.13,25.14,25.15,25.16,25.17,25.18,25.19														
2	WNEM	10/27/14-11/02/14		Wheel of Fortune	730-8pm	MTuWThF----	:30		<del>\$850.00</del>			NM		
See MG 25.2,25.3,25.4,25.5,25.6,25.7,25.8,25.9,25.10,25.11,25.12,25.13,25.14,25.15,25.16,25.17,25.18,25.19														
3	WNEM	10/27/14-11/02/14		Wheel of Fortune	730-8pm	MTuWThF----	:30		<del>\$850.00</del>			NM		
See MG 25.2,25.3,25.4,25.5,25.6,25.7,25.8,25.9,25.10,25.11,25.12,25.13,25.14,25.15,25.16,25.17,25.18,25.19														
5	WNEM	10/27/14-11/02/14		Wheel of Fortune	730-8pm	MTuWThF----	:30		<del>\$850.00</del>			NM		
See MG 25.2,25.3,25.4,25.5,25.6,25.7,25.8,25.9,25.10,25.11,25.12,25.13,25.14,25.15,25.16,25.17,25.18,25.19														
19	WNEM	11/03/14	11/03/14	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:		11/03/14	11/09/14	1-----				1	\$850.00					
20	WNEM	10/31/14	10/31/14	Friday 9-10pm	9-10p		: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:		10/27/14	11/02/14	----1--				1	\$900.00					
21	WNEM	10/29/14	10/29/14	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:		10/27/14	11/02/14	--1----				1	\$900.00					
22	WNEM	11/03/14	11/03/14	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:		11/03/14	11/09/14	1-----				1	\$900.00					
23	WNEM	10/31/14	10/31/14	Friday 10-11pm	10-11pm		:30			PMT		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	----1--				1	\$1,200.00					
<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	10/27/14-11/02/14		Friday 10-11pm	10-11pm	-----F----	:30		<del>\$1,200.00</del>			NM		
See MG 25.2,25.3,25.4,25.5,25.6,25.7,25.8,25.9,25.10,25.11,25.12,25.13,25.14,25.15,25.16,25.17,25.18,25.19														
24	WNEM	11/02/14	11/02/14	NFL Football	1-4p		:30			PMT		NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----1				1	\$1,200.00					
25	WNEM	10/28/14	10/28/14	Tuesday 9-10pm	9-10pm		:30			PMT		NM	18	\$8,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					

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10/27/14 - 11/04/14	R/B SCHUETTE FOR A	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Bill Schuette for Attorney	09/10/14 / 10/24/14

*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:		10/27/14	11/02/14	-1-----				1	\$1,200.00					
<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	10/27/14-11/02/14	Tuesday 9-10pm		9-10pm	-Tu-----	:30		<del>\$1,200.00</del>			NM		
See MG 25.2,25.3,25.4,25.5,25.6,25.7,25.8,25.9,25.10,25.11,25.12,25.13,25.14,25.15,25.16,25.17,25.18,25.19														
2	WNEM	11/01/14-11/01/14	Sat 730-8pm		730-8pm	-----Sa--	:30		\$200.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
3	WNEM	11/01/14-11/01/14	Sat 730-8pm		730-8pm	-----Sa--	:30		\$200.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
4	WNEM	10/27/14-10/27/14	Monday 9-10pm		9-10pm	M-----	:30		\$1,400.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
5	WNEM	10/28/14-10/28/14	Tuesday 8-9pm		8-9pm	--Tu-----	:30		\$2,200.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
6	WNEM	10/30/14-10/30/14	Thursday 10-11pm		10-11pm	----Th-----	:30		\$900.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
7	WNEM	10/27/14-10/31/14	Wakeup 6-7a		6-7a	MTuWThF----	:30		\$425.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
8	WNEM	10/27/14-10/31/14	Wakeup 6-7a		6-7a	MTuWThF----	:30		\$425.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
9	WNEM	10/27/14-10/31/14	Wakeup 6-7a		6-7a	MTuWThF----	:30		\$425.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
10	WNEM	10/27/14-10/31/14	Wakeup 6-7a		6-7a	MTuWThF----	:30		\$425.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
11	WNEM	10/27/14-10/31/14	Wakeup 6-7a		6-7a	MTuWThF----	:30		\$425.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
12	WNEM	10/27/14-10/31/14	CBS This Morning		7-9am	MTuWThF----	:30		\$200.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
13	WNEM	10/27/14-10/31/14	CBS This Morning		7-9am	MTuWThF----	:30		\$200.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
14	WNEM	10/27/14-10/31/14	CBS This Morning		7-9am	MTuWThF----	:30		\$200.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
15	WNEM	10/27/14-10/31/14	Better Mid Michigan		9-10am	MTuWThF----	:30		\$85.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
16	WNEM	10/27/14-10/31/14	Better Mid Michigan		9-10am	MTuWThF----	:30		\$85.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
17	WNEM	10/27/14-10/31/14	THE DOCTORS		M-F 3-4pm	MTuWThF----	:30		\$225.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
18	WNEM	10/27/14-10/31/14	THE DOCTORS		M-F 3-4pm	MTuWThF----	:30		\$225.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
19	WNEM	11/01/14-11/01/14	Outdoorsman Buck McNeely 1135p-1205x			-----Sa--	:30		\$55.00			NM		
Ⓜ	MG for 18.1,16.3,18.2,18.3,28.1,16.5,18.5,23.1,25.1													
26	WNEM	10/27/14	10/31/14	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:		10/27/14	11/02/14	MTWTF--				1	\$200.00					
27	WNEM	11/02/14	11/02/14	Delayed News M-SU 1130p-1205a			:30			PMT		NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----S				1	\$350.00					
28	WNEM	11/02/14	11/02/14	Delayed 60 Minutes 730-830p			:30			PMT		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----S				1	\$800.00					
<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	10/27/14-11/02/14	Delayed 60 Minutes		730-830p	-----Su	:30		<del>\$800.00</del>			NM		
See MG 25.2,25.3,25.4,25.5,25.6,25.7,25.8,25.9,25.10,25.11,25.12,25.13,25.14,25.15,25.16,25.17,25.18,25.19														

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<u>Contract / Revision</u>	<u>Alt Order #</u>
605274 / 2	07341435

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/27/14 - 11/04/14	R/B SCHUETTE FOR A	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Bill Schuette for Attorney	09/10/14 / 10/24/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
29	WNEM	10/27/14	10/31/14	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:		10/27/14	11/02/14	MTWTF--				1	\$30.00					
30	WNEM	11/01/14	11/01/14	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:		10/27/14	11/02/14	-----S-				1	\$20.00					
31	WNEM	10/27/14	10/31/14	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:		10/27/14	11/02/14	MTWTF--				1	\$200.00					
32	WNEM	10/27/14	10/31/14	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:		10/27/14	11/02/14	MTWTF--				1	\$30.00					
33	WNEM	11/01/14	11/01/14	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:		10/27/14	11/02/14	-----S-				1	\$20.00					
<b>Totals</b>													54	\$24,625.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/27/14 - 11/03/14	54	\$24,625.00	(\$3,693.75)	\$20,931.25
<b>Totals</b>	54	\$24,625.00	(\$3,693.75)	\$20,931.25

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

(\* 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.