

CONTRACT



WNEM.COM

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

And:

Smart Media Group
1427 Leslie Avenue
Alexandria, VA 22301
USA

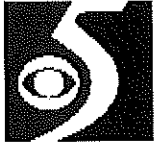
<u>Contract / Revision</u> 602288 / 2		<u>Alt Order #</u> 07325641
<u>Product</u> R/RICK SNYDER FOR GOV		
<u>Contract Dates</u> 09/02/14 - 09/07/14		<u>Estimate #</u> 902907
<u>Advertiser</u> Rick Snyder for Michigan		<u>Original Date / Revision</u> 08/29/14 / 08/29/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing 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> TV12891	<u>Advertiser Code</u> SNYDE	<u>Product Code</u> ORDR
<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	09/05/14	09/05/14	TV5 News at 11pm (M11-1135p			1:00			IMP		NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----1--				1	\$450.00					
2	WNEM	09/05/14	09/05/14	Late Show w/David Le 1135p-1235a			1:00			IMP		NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----2--				2	\$140.00					
3	WNEM	09/05/14	09/05/14	TV5 Noon News 12n-1230p			1:00			IMP		NM	1	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----1--				1	\$260.00					
4	WNEM	09/05/14	09/05/14	Dr. Phil 4-5pm			1:00			IMP		NM	2	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----2--				2	\$180.00					
	<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	09/01/14-09/07/14	Dr. Phil	4-5pm	-----F----	1:00		\$180.00			NM		
			See MG 4.3,4.4											
	2	WNEM	09/01/14-09/07/14	Dr. Phil	4-5pm	-----F----	1:00		\$180.00			NM		
			See MG 4.3,4.4											
	3	WNEM	09/06/14-09/06/14	Wakeup (Sa) 8-9am	8-9am	-----Sa--	1:00		\$180.00			NM		
			Ⓜ MG for 4.2,4.1											
	4	WNEM	09/06/14-09/06/14	Wakeup (Sa) 8-9am	8-9am	-----Sa--	1:00		\$180.00			NM		
			Ⓜ MG for 4.2,4.1											
5	WNEM	09/05/14	09/05/14	TV-5 News at 530pm 530-6pm			1:00			IMP		NM	1	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----1--				1	\$460.00					
6	WNEM	09/05/14	09/05/14	TV-5 News at 6pm 6-630pm			1:00			IMP		NM	1	\$770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----1--				1	\$770.00					
7	WNEM	09/05/14	09/05/14	Jeopardy 7-730pm			1:00			IMP		NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----1--				1	\$650.00					
8	WNEM	09/05/14	09/05/14	CBS This Morning 7-9am			1:00			IMP		NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----2--				2	\$160.00					

(* 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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<u>Contract / Revision</u> 602288 / 2		<u>Alt Order #</u> 07325641
<u>Contract Dates</u> 09/02/14 - 09/07/14	<u>Product</u> R/RICK SNYDER FOR C	<u>Estimate #</u> 902907
<u>Advertiser</u> Rick Snyder for Michigan		<u>Original Date / Revision</u> 08/29/14 / 08/29/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
9	WNEM	09/06/14	09/06/14	Saturday 10-11pm	10-11p		1:00			IMP		NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----2-				2	\$400.00					
10	WNEM	09/06/14	09/06/14	TV-5 News at 11pm (S11-1135p			1:00			IMP		NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----1-				1	\$330.00					
11	WNEM	09/06/14	09/06/14	TV-5 News Saturday 6-730pm & 730p			1:00			IMP		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----1-				1	\$250.00					
12	WNEM	09/06/14	09/06/14	Saturday 9-10pm	9-10p		1:00			IMP		NM	2	\$640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----2-				2	\$320.00					
13	WNEM	09/06/14	09/06/14	CBS Sat AM 9a-11am	9a-11a		1:00			IMP		NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----2-				2	\$150.00					
14	WNEM	09/07/14	09/07/14	Sunday 10-11pm	10-11pm		1:00			IMP		NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----2				2	\$600.00					
15	WNEM	09/07/14	09/07/14	TV-5 News at 11pm (S11-1135p			1:00			IMP		NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----1				1	\$330.00					
16	WNEM	09/07/14	09/07/14	Always Sunny Phila	1135p-1206x		1:00			IMP		NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----1				1	\$110.00					
18	WNEM	09/07/14	09/07/14	Wakeup (Su) 7-9am	7-9am		1:00			IMP		NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----2				2	\$130.00					
19	WNEM	09/07/14	09/07/14	Sunday 8-9pm	8-9pm		1:00			IMP		NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----2				2	\$1,500.00					
	<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>		
	2	WNEM	09/01/14-09/07/14	Sunday 8-9pm	8-9pm	-----Su	1:00		\$1,500.00			NM		
	See MG 19.3													
	3	WNEM	09/04/14-09/04/14	Thursday 8-9pm	8-9pm	----Th----	1:00		\$1,500.00			NM		
	Ⓜ MG for 19.2 09/07													
20	WNEM	09/07/14	09/07/14	CBS Sun AM 9a-1030	9-1030am		1:00			IMP		NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-----2				2	\$280.00					
21	WNEM	09/04/14	09/04/14	TV5 News at 11pm (M11-1135p			1:00			PMT		NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	----1---				1	\$750.00					
22	WNEM	09/04/14	09/04/14	Late Show w/David Le	1135p-1235a		1:00			PMT		NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	----2---				2	\$200.00					
23	WNEM	09/04/14	09/04/14	TV5 Noon News	12n-1230p		1:00			PMT		NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	---1---				1	\$650.00					
24	WNEM	09/04/14	09/04/14	Dr. Phil	4-5pm		1:00			PMT		NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					

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Contract / Revision	Alt Order #
602288 / 2	07325641

Contract Dates	Product	Estimate #
09/02/14 - 09/07/14	R/RICK SNYDER FOR C	902907

Advertiser	Original Date / Revision
Rick Snyder for Michigan	08/29/14 / 08/29/14

*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:		09/01/14	09/07/14	---2---				2	\$300.00						
25	WNEM	09/04/14	09/04/14	TV-5 News at 530pm	530-6pm		1:00			PMT		NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		09/01/14	09/07/14	---1---				1	\$800.00						
26	WNEM	09/04/14	09/04/14	TV-5 News at 6pm	6-630pm		1:00			PMT		NM	1	\$1,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		09/01/14	09/07/14	---1---				1	\$1,600.00						
27	WNEM	09/04/14	09/04/14	Jeopardy	7-730pm		1:00			IMP		NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		09/01/14	09/07/14	---1---				1	\$1,200.00						
28	WNEM	09/04/14	09/04/14	CBS This Morning	7-9am		1:00			PMT		NM	2	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		09/01/14	09/07/14	---2---				2	\$350.00						
E 29	WNEM	09/02/14	09/02/14	TV5 News at 11pm (M11-1135p			1:00			PMT		NM	1	\$750.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		09/01/14	09/07/14	-1-----				1	\$750.00						
	<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	09/01/14-09/07/14	TV5 News at 11pm (M-F)	11-1135p	--Tu-----	1:00		\$750.00			NM			
	See MG 29.2														
	2	WNEM	09/03/14-09/03/14	TV5 News at 11pm (M-F)	11-1135p	---W-----	1:00		\$750.00			NM			
	Ⓜ MG for 29.1 09/02														
E 30	WNEM	09/02/14	09/02/14	Late Show w/David Le	1135p-1235a		1:00			PMT		NM	2	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		09/01/14	09/07/14	-2-----				2	\$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	09/01/14-09/07/14	Late Show w/David Letterma	1135p-1235a	-Tu-----	1:00		\$200.00			NM			
	See MG 30.4														
	2	WNEM	09/01/14-09/07/14	Late Show w/David Letterma	1135p-1235a	-Tu-----	1:00		\$200.00			NM			
	See MG 30.3														
	3	WNEM	09/03/14-09/03/14	Late Show w/David Letterma	1135p-1235a	---W-----	1:00		\$200.00			NM			
	Ⓜ MG for 30.2 09/02														
	4	WNEM	09/04/14-09/04/14	Late Show w/David Letterma	1135p-1235a	----Th----	1:00		\$200.00			NM			
	Ⓜ MG for 30.1 09/02														
E 31	WNEM	09/02/14	09/02/14	TV5 Noon News	12n-1230p		1:00			PMT		NM	1	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		09/01/14	09/07/14	-1-----				1	\$650.00						
	<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	09/01/14-09/07/14	TV5 Noon News	12n-1230p	-Tu-----	1:00		\$650.00			NM			
	See MG 31.2														
	2	WNEM	09/03/14-09/03/14	TV5 Noon News	12n-1230p	---W-----	1:00		\$650.00			NM			
	Ⓜ MG for 31.1 09/02														
E 32	WNEM	09/02/14	09/02/14	Dr. Phil	4-5pm		1:00			PMT		NM	2	\$600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>						
Week:		09/01/14	09/07/14	-2-----				2	\$300.00						

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09/02/14 - 09/07/14	R/RICK SNYDER FOR C	902907

Advertiser	Original Date / Revision
Rick Snyder for Michigan	08/29/14 / 08/29/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount																																																																																																																																																						
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Week:		09/01/14	09/07/14	--1----	1	\$750.00																																																																																																																																																														
38	WNEM	09/03/14	09/03/14	Late Show w/David Le	1135p-1235a		1:00			PMT		NM	2	\$400.00																																																																																																																																																						
<table><tr><th></th><th></th><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th colspan="8"></th></tr><tr><td>Week:</td><td></td><td>09/01/14</td><td>09/07/14</td><td>---2----</td><td>2</td><td>\$200.00</td><td colspan="8"></td></tr></table>																	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>									Week:		09/01/14	09/07/14	---2----	2	\$200.00																																																																																																																																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>																																																																																																																																																														
Week:		09/01/14	09/07/14	---2----	2	\$200.00																																																																																																																																																														

(* 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.

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.



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

www.wnem.com

Contract / Revision	Alt Order #
602288 / 2	07325641

Contract Dates	Product	Estimate #
09/02/14 - 09/07/14	R/RICK SNYDER FOR C	902907

Advertiser	Original Date / Revision
Rick Snyder for Michigan	08/29/14 / 08/29/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
39	WNEM	09/03/14	09/03/14	TV5 Noon News	12n-1230p		1:00			PMT		NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	--1----				1	\$650.00					
40	WNEM	09/03/14	09/03/14	Dr. Phil	4-5pm		1:00			PMT		NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	--2----				2	\$300.00					
41	WNEM	09/03/14	09/03/14	TV-5 News at 530pm	530-6pm		1:00			PMT		NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	--1----				1	\$800.00					
42	WNEM	09/03/14	09/03/14	TV-5 News at 6pm	6-630pm		1:00			PMT		NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	--1----				1	\$1,600.00					
43	WNEM	09/03/14	09/03/14	Jeopardy	7-730pm		1:00			IMP		NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	--1----				1	\$1,200.00					
44	WNEM	09/03/14	09/03/14	CBS This Morning	7-9am		1:00			PMT		NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	--2----				2	\$350.00					
45	WNEM	09/05/14	09/05/14	Wakeup 5-6a	5-6am		1:00			IMP		NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	----F--				1	\$170.00					
46	WNEM	09/02/14	09/04/14	Ferguson	1236a-1a		1:00			PMT		NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	-TWT---				1	\$80.00					
Totals													64	\$31,680.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/01/14 - 09/07/14	64	\$31,680.00	(\$4,752.00)	\$26,928.00
Totals	64	\$31,680.00	(\$4,752.00)	\$26,928.00

Signature: _____ **Date:** _____

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