

CONTRACT

Cadillac Telecasting Company
1 Broadcast Way
Cadillac, MI 49601
(231) 775-3478

mifox32.com

And:

Amplify Media
222 W. Ontario
Ste 503
Chicago, IL 60654

<u>Contract / Revision</u> 28695 /		<u>Alt Order #</u> 09673449
<u>Advertiser</u> American Bridge Foundation		<u>Original Date / Revision</u> 11/19/19 / 11/19/19
<u>Contract Dates</u> 11/11/19 - 12/08/19	<u>Estimate #</u> 1134	
<u>Product</u> 5/49/1134 ISSUE		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WFQX-TV	<u>Account Executive</u> Dan Foster (Chicago)	<u>Sales Office</u> Telerep Chicago
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u> 5	<u>Product 1/2</u> 49
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WFQX	11/11/19	12/06/19	Michigan This Morning	7:00 AM-8:00 AM		:30			NM	12	\$1,380.00
		<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	MTWTF--				3	\$115.00			
Week:		11/18/19	11/24/19	MTWTF--				3	\$115.00			
Week:		11/25/19	12/01/19	MTWTF--				3	\$115.00			
Week:		12/02/19	12/08/19	MTWTF--				3	\$115.00			
2	WFQX	11/11/19	12/06/19	7p News	7:00 PM-7:30 PM		:30			NM	10	\$1,000.00
		<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	MTWTF--				2	\$100.00			
Week:		11/18/19	11/24/19	MTWTF--				2	\$100.00			
Week:		11/25/19	12/01/19	MTWTF--				3	\$100.00			
Week:		12/02/19	12/08/19	MTWTF--				3	\$100.00			
3	WFQX	11/11/19	12/06/19	M-F Evening News	10:00 PM-10:30 PM		:30			NM	8	\$1,000.00
		<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	MTWTF--				2	\$125.00			
Week:		11/18/19	11/24/19	MTWTF--				2	\$125.00			
Week:		11/25/19	12/01/19	MTWTF--				2	\$125.00			
Week:		12/02/19	12/08/19	MTWTF--				2	\$125.00			
4	WFQX	11/28/19	11/28/19	NFL Thanksgiving Lions	12:30 PM-3:30 PM		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/25/19	12/01/19	---1---				1	\$5,000.00			
5	WFQX	11/16/19	11/16/19	NCAA Afternoon Game 2	3:30 PM-7:00 PM		:30			NM	0	\$0.00
		<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	\$4,000.00			
	<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	WFQX	11/11/19-11/17/19	NCAA Afternoon Game 2	3:30 PM-7:00 PM	-----Sa--	:30		\$4,000.00	NM		
				Credited								
				M1, LINE 10-14								
N 6	WFQX	11/17/19	12/08/19	Sun 10a-11a	10:00 AM-11:00 AM		:30			NM	3	\$345.00
		<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	\$115.00			
Week:		11/18/19	11/24/19	-----1				1	\$115.00			
Week:		11/25/19	12/01/19	-----1				1	\$115.00			

(* 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.



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1 Broadcast Way
Cadillac, MI 49601
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<u>Contract / Revision</u> 28695 /		<u>Alt Order #</u> 09673449
<u>Advertiser</u> American Bridge Foundation		<u>Original Date / Revision</u> 11/19/19 / 11/19/19
<u>Contract Dates</u> 11/11/19 - 12/08/19	<u>Product</u> 5/49/1134 ISSUE	<u>Estimate #</u> 1134

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
<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	WFQX	11/25/19-12/01/19		Sun 10a-11a	10:00 AM-11:00 AM	-----Su	:30		\$115.00	NM		
Credited												
M3												
Week:		12/02/19	12/08/19	-----1				1	\$115.00			
7	WFQX	11/17/19	11/17/19	1p NFL Lions	1:00 PM-4:00 PM		:30			NM	1	\$3,000.00
		<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	\$3,000.00			
8	WFQX	11/24/19	11/24/19	1p NFL Lions	1:00 PM-4:00 PM		:30			NM	1	\$3,000.00
		<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	\$3,000.00			
9	WFQX	12/08/19	12/08/19	1p NFL Lions	1:00 PM-4:00 PM		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		12/02/19	12/08/19	-----1				1	\$3,000.00			
10	WFQX	11/14/19	11/14/19	Thu NFL Non-Lions	8:30 PM-11:30 PM	---1---	:30	1	\$665.00	NM	1	\$665.00
11	WFQX	11/24/19	11/24/19	4p NFL Non-Lions	4:30 PM-7:30 PM	-----1	:30	1	\$1,400.00	NM	1	\$1,400.00
12	WFQX	11/21/19	11/21/19	Thu NFL Non-Lions	8:30 PM-11:30 PM	---1---	:30	1	\$665.00	NM	1	\$665.00
13	WFQX	12/05/19	12/05/19	Thu NFL Non-Lions	8:30 PM-11:30 PM	---1---	:30	1	\$665.00	NM	1	\$665.00
14	WFQX	12/01/19	12/01/19	1p NFL Non-Lions	1:00 PM-7:00 PM	-----1	:30	1	\$605.00	NM	1	\$605.00
N 15	WFQX	11/25/19	11/27/19	Michigan this Morning	8a-9a	MTW----	:30	1	\$115.00	NM	1	\$115.00
Totals											43	\$21,840.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/28/19 - 11/24/19	21	\$10,550.00	(\$1,582.50)	\$8,967.50
11/25/19 - 12/08/19	22	\$11,290.00	(\$1,693.50)	\$9,596.50
Totals	43	\$21,840.00	(\$3,276.00)	\$18,564.00

Signature: _____ Date: _____

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REP HEADLINE# 9673449 TRF# 28695 REP: TEL# 312-228-6641 FAX# 312-228-4239
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV19/19 12.43
CHANGES ** WFOX-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL : SPTS:
7	S		100P-400P	30		\$3,000.00	11/17	11/17	0		SUN	0
PROGRAM : FOX NFL: DAL V. DET CON COM1: FOX NFL: DAL V. DET												
15	A		100P-454P	30		\$3,000.00	11/17	11/17	1		SUN	1
PROGRAM : LIONS ORD COM1: M2/LATE RUN DUE TO GAME AIRING LONGER THAN SCHEDULED, SPT AIRED IN ORD COM2: PRGM ORDERED AT 453P THIS IS ACCEPTANCE OF A LATE RUN SPOT ON LINE-7 STATION MAKEGOOD OFFERS: M2 OK'D BUY#7 MISSED:SUN/100P-400P NOV17 30S \$3,000.00 (NOV19/19) OFFER:SUN/100P-454P NOV17 30S \$3,000.00 PLS ADVISE. CMT:M2/LATE RUN DUE TO GAME AIRING LONGER THAN SCHEDULED, SPT AIRED IN CMT:PRGM ORDERED AT 453P												
M3	OK'D		BUY#6				DEC1		30S	\$115.00	(NOV19/19)	
MISSED:SUN/1000A-1100A OFFER:M-W/800A-900A CMT:M3/PRGM CHANGE												
NOV/19			10550.00			DEC/19	11290.00				CONTRACT TOTAL	21840.00
											TOTAL SPOTS	43

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI BOOKS- NOV/18 EST/ES
DEMOS- RA35+*

MOD CODE	A-ADD	B-BUY TYPE	C-CANCELLED	DE-DELETE	E-EFF DATES	L-LENGTH	M-MAKEGOOD	N-PROGRAM NAME
P-CLASS, PLAN, SECT	Q-PAID PGM	R-RATE	S-SPOTS PER WEEK	T-TIME	X-LATE	Y-DAYS	Z-COMMENTS	*-MULTIPLE

CONTRACT	TOTAL
TOTAL	SPOTS

Lisa Froning

From: lisafroning@9and10news.com
Sent: Tuesday, November 19, 2019 6:54 AM
To: Kelli Kline; Lisa Froning
Cc: Alex Wolf; Heather Houdek; Julian Smith; Kelli Kline; Lisa Froning; Lisa Montague; Lorie Olson
Subject: Spot - Preempt: American Bridge Foundation - 28695

Property: WFQX-TV

Order Information:

Order #: 28695
Order Total: \$21,840.00
Agency: Amplify Media
Advertiser: American Bridge Foundation
Product: 5/49/1134 ISSUE
Alternate Order #: 09673449
Estimate #: 1134
Flight Dates: 11/11/19 - 12/08/19
Demo: Adults 35+

Sales Information: Dan Foster (Chicago), Telerep Chicago, National

The following spot(s) have been preempted:

Preempted Spot Information (28695-6-3):

Rate: \$115.00
Air Date: Sun 12/01/19
Eligible Days: -----Su
Inventory Code: Su 10a-11a
Inventory Description: Sun 10a-11a
Inventory Code Time: 10:00 AM-11:00 AM
Spot Type: NM
Restricted: Earliest start: 10:00:00 AM, Latest end: 11:00:00 AM
Length: :30
Channel(s): [1] WFQX
Priority: Political
Preempt Reason: PRGM NOT AIRING

REP HEADLINE# 9673449 TRF# 28695 REP: TEL# 312-228-6641 FAX# 312-228-4239
\$\$\$ MOD# 1: APPROVED REV #0 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION NOV19/19 06.48
*** WFOX-TV ***

ADV # ADV. NAME ISS/AB FOUNDATION REP. # OFF. # SALESMAN #
AGY # AGY. NAME AMPLIFY MEDIA BUYER NAME MILES KING
222 ONTARIO STREET, SUITE# 600 SALES PRSN CH- DAN FOSTER
CHICAGO, IL 60654

ORDER # CONTRACT # 9673449 CLASS: NATL. LOCAL REGIONAL
PRDCT AMER BRIDGE 21ST CF EST#1134 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES NOV11/19 DEC8/19 WK-4
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV19/19 06.48

STA:
CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
30 MINUTE SEPARATION
STATION MAKEGOOD OFFERS:
M2 UNRESL BUY#7 MISSED: SUN/100P-400P NOV17 30S \$3,000.00 (NOV19/19)
OFFER: SUN/100P-454P NOV17 30S \$3,000.00 PLS ADVISE.
CMT: LATE RUN DUE TO GAME AIRING LONGER THAN SCHEDULED, SPT AIRED IN PRGM
CMT: ORDERED AT 453P

CONTRACT TOTAL 21840.00
TOTAL SPOTS 43



WFQX - WFUP
P.O. Box 282
Cadillac, MI 49601
231-775-9813
Fax 231-775-1898

"DUE *Late Run Notice*

MCDONALDS

VOTE1110BLUE Monday, November 18, 2019

Date Notified:	11/18/2019	Contract #:	28695		
Ace #:	9673449	Advertiser:	AMERICAN BRIDGE FOUNDATION		
MC:	DAN FOSTER				
Air Date:	Time Period:	Length:	Rate:	Exact Time Ran:	
11/17/2019	1P-4P	:30	3000	453P	

Comments: NFL AIRED 1P-454P

If station does not hear back within 48 hours, the station will assume that the client has accepted the late run.

Record Number: 740