

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

Contract / Revision 28696 /		Alt Order # 09673456
Advertiser American Bridge Foundation		Original Date / Revision 11/19/19 / 11/19/19
Contract Dates 11/11/19 - 12/08/19	Estimate # 1135	
Product 5/49/1135 ISSUE		
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WFOX-TV	Account Executive Dan Foster (Chicago)	Sales Office Telerep Chicago
Special Handling		
Demographic Adults 35+		
Agency Code	Advertiser Code 5	Product 1/2 49
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WFOX	11/11/19	12/06/19	Michigan This Morning	7:00 AM-8:00 AM		1:00			NM	12	\$2,760.00
		<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	\$230.00			
Week:		11/18/19	11/24/19	MTWTF--				3	\$230.00			
Week:		11/25/19	12/01/19	MTWTF--				3	\$230.00			
Week:		12/02/19	12/08/19	MTWTF--				3	\$230.00			
2	WFOX	11/11/19	12/06/19	7p News	7:00 PM-7:30 PM		1:00			NM	10	\$2,000.00
		<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	\$200.00			
Week:		11/18/19	11/24/19	MTWTF--				2	\$200.00			
Week:		11/25/19	12/01/19	MTWTF--				3	\$200.00			
Week:		12/02/19	12/08/19	MTWTF--				3	\$200.00			
3	WFOX	11/11/19	12/06/19	M-F Evening News	10:00 PM-10:30 PM		1:00			NM	8	\$2,000.00
		<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	\$250.00			
Week:		11/18/19	11/24/19	MTWTF--				2	\$250.00			
Week:		11/25/19	12/01/19	MTWTF--				2	\$250.00			
Week:		12/02/19	12/08/19	MTWTF--				2	\$250.00			
4	WFOX	11/28/19	11/28/19	NFL Thanksgiving Lions	12:30 PM-3:30 PM		1:00			NM	1	\$10,000.00
		<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	\$10,000.00			
5	WFOX	11/16/19	11/16/19	NCAA Afternoon Game 2	3:30 PM-7:00 PM		1:00			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	\$8,000.00			
	<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	WFOX	11/11/19-11/17/19	NCAA Afternoon Game 2	3:30 PM-7:00 PM	-----Sa--	1:00		\$8,000.00	NM		
				Credited								
				M1, LINES 10-13								
N 6	WFOX	11/17/19	12/08/19	Sun 10a-11a	10:00 AM-11:00 AM		1:00			NM	3	\$690.00
		<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	\$230.00			
Week:		11/18/19	11/24/19	-----1				1	\$230.00			
Week:		11/25/19	12/01/19	-----1				1	\$230.00			

(* 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
(231) 775-3478

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<u>Contract / Revision</u>		<u>Alt Order #</u>
28696 /		09673456
<u>Advertiser</u>		<u>Original Date / Revision</u>
American Bridge Foundation		11/19/19 / 11/19/19
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/11/19 - 12/08/19	5/49/1135 ISSUE	1135

*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>			
3	WFQX	11/25/19-12/01/19		Sun 10a-11a	10:00 AM-11:00 AM	-----S-	1:00		\$230.00	NM		
Credited												
M6												
Week:		12/02/19	12/08/19	-----1				1	\$230.00			
7	WFQX	11/17/19	11/17/19	1p NFL Lions	1:00 PM-4:00 PM		1:00			NM	1	\$6,000.00
		<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	\$6,000.00			
8	WFQX	11/24/19	11/24/19	1p NFL Lions	1:00 PM-4:00 PM		1:00			NM	1	\$6,000.00
		<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	\$6,000.00			
9	WFQX	12/08/19	12/08/19	1p NFL Lions	1:00 PM-4:00 PM		1:00			NM	1	\$6,000.00
		<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	\$6,000.00			
10	WFQX	11/14/19	11/21/19	Thu NFL Non-Lions	8p-1130p	---1---	1:00	1	\$1,330.00	NM	2	\$2,660.00
11	WFQX	12/05/19	12/05/19	Thu NFL Non-Lions	8p-1130p		1:00			NM	1	\$1,330.00
		<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	\$1,330.00			
12	WFQX	11/24/19	11/24/19	4p NFL Non-Lions	various	-----1	1:00	1	\$2,800.00	NM	1	\$2,800.00
E 13	WFQX	12/01/19	12/01/19	1p NFL Non-Lions	1:00 PM-7:00 PM	-----1	1:00	1	\$1,210.00	NM	1	\$1,210.00
N 14	WFQX	11/25/19	11/27/19	Michigan this Morning	8a-9a	MTW----	1:00	1	\$230.00	NM	1	\$230.00
Totals											43	\$43,680.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/28/19 - 11/24/19	21	\$21,100.00	(\$3,165.00)	\$17,935.00
11/25/19 - 12/08/19	22	\$22,580.00	(\$3,387.00)	\$19,193.00
Totals	43	\$43,680.00	(\$6,552.00)	\$37,128.00

Signature: _____ Date: _____

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REP: TEL# 312-228-6641 FAX# 312-228-4239
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV19/19 12.39
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ **CHANGES** *** WFQX-TV ***

REP HEADLINE# 9673456 TRF# 28696
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 # 9673456 CLASS: NATL. LOCAL REGIONAL
PRDCT AMER BRIDGE 21ST CP EST#1135 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES NOV11/19 DEC8/19 WK-4
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV19/19 12.39

REP: M1-2 PRG CHG APRD
PLS CNF
THX
DORIS

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
CON CM 30 MINUTE SEPARATION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE =							AGENCY EST# = 1135					
AGENCY PRODUCT CODE =												
6	ES		1000A-1100A	60		\$230.00	11/17	11/24	1		SUN	2
6	ES		1000A-1100A	60		\$230.00	12/1	12/1	0		SUN	0
6	ES		1000A-1100A	60		\$230.00	12/8	12/8	1		SUN	1

PROGRAM : LIONS GAME DAY
CON COM1: LIONS GAME DAY

REP HEADLINE# 9673456 TRF# 28696
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
15	A		800A-900A	60		\$230.00	11/25	11/27	1		M-W	1
PROGRAM : MICHIGAN THIS MORNING ORD COM1 : PRGM CHANGE THIS IS A MAKE-GOOD FOR DECL ON LINE-6 FOR 1 SPOT/WK												
7	S		100P-400P	60		\$6,000.00	11/17	11/17	0		SUN	0
PROGRAM : FOX NFL: DAL V. DET CON COM1 : FOX NFL: DAL V. DET												
14	A		100P-454P	60		\$6,000.00	11/17	11/17	1		SUN	1
PROGRAM : LIONS GAME ORD COM1 : M2/LATE RUN DUE TO GAME AIRING LONGER THAN SCHEDULED, SPT AIRED IN ORD COM2 : PRGM ORDDERED AT 432P THIS IS ACCEPTANCE OF A LATE RUN SPOT ON LINE-7 STATION MAKEGOOD OFFERS:												
M2	OK'D	BUY#7	MISSED: SUN/100P-400P OFFER: SUN/100P-454P CMT: M2/LATE RUN DUE TO GAME AIRING LONGER THAN SCHEDULED, SPT AIRED IN CMT: PRGM ORDDERED AT 432P				NOV17	NOV17	60S	\$6,000.00	(NOV19/19)	
NOV17 60S \$6,000.00 PLS ADVISE.												
M3	OK'D	BUY#6	MISSED: SUN/1000A-1100A OFFER: M-W/800A-900A CMT: PRGM CHANGE				DEC1	NOV25	60S	\$230.00	(NOV19/19)	
NOV25 60S \$230.00 PLS ADVISE.												
											CONTRACT TOTAL	43680.00
											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	*-MULTIPLIER

REP HEADLINE# 9673456 TRF# 28696 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 06.58 *** WPQX-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 # 9673456 CLASS: NATL. LOCAL REGIONAL
PRDCT AMER BRIDGE 21ST CF EST#1135 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES NOV11/19 DEC8/19 WK-4
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV19/19 06.58

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 60S \$6,000.00 (NOV19/19)
OFFER: SUN/100P-454P NOV17 60S \$6,000.00 PLS ADVISE.
CMT: LATE RUN DUE TO GAME AIRING LONGER THAN SCHEDULED, SPT AIRED IN PRGM
CMT: ORDERED AT 432P
M3 UNRESL BUY#6 MISSED: SUN/1000A-1100A DEC1 60S \$230.00 (NOV19/19)
OFFER: M-W/800A-900A NOV25 60S \$230.00 PLS ADVISE.
CMT: PRGM CHANGE

CONTRACT TOTAL 43680.00
TOTAL SPOTS 43

Lisa Froning

From: lisafroning@9and10news.com
Sent: Tuesday, November 19, 2019 6:50 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 - 28696

Property: WFQX-TV

Order Information:

Order #: 28696
Order Total: \$43,680.00
Agency: Amplify Media
Advertiser: American Bridge Foundation
Product: 5/49/1135 ISSUE
Alternate Order #: 09673456
Estimate #: 1135
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 (28696-6-3):

Rate: \$230.00
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: 1:00
Channel(s): [1] WFQX
Priority: Political
Preempt Reason: PRGM NOT AIRING

REP: TEL# 312-228-6641 FAX# 312-228-4239
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION NOV19/19 06.49
\$\$\$ MOD# 1: APPROVED REV #0 \$\$\$ *** WFOX-TV ***

REP HEADLINE# 9673456 TRF# 28696
ADV # ADV. NAME ISS/AB FOUNDATION REP. # OFF. # SALESMAN #
AGY # AGY. NAME AMPLIFY MEDIA BUYER NAME MILES KING

222 ONTARIO STREET, SUITE# 600
CHICAGO, IL 60654 SALES PRSN CH- DAN FOSTER

ORDER # CONTRACT # 9673456 CLASS: NATL. LOCAL REGIONAL

PRDCT AMER BRIDGE 21ST CF EST#1135 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES NOV11/19 DEC8/19 WK-4

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV19/19 06.49

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 60S \$6,000.00 (NOV19/19)

OFFER: SUN/100P-454P NOV17 60S \$6,000.00 PLS ADVISE.

CMT: LATE RUN DUE TO GAME AIRING LONGER THAN SCHEDULED, SPT AIRED IN PRGM

CMT: ORDERED AT 432P

CONTRACT TOTAL 43680.00

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 #:	28696	
Ace #:	9673456	Advertiser:	AMERICAN BRIDGE FOUNDATION	
MC:	DAN FOSTER			
Air Date:	Time Period:	Length:	Rate:	Exact Time Ran:
11/17/2019	1P-4P	0.04	6000	432P

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: 739