

CONTRACT



WTOL-TV Toledo
730 North Summit
Toledo, OH 43604
(419) 248-1111

And:

R&R Partners, Inc
Attention: Lori Payton
900 South Pavilion Center Drive
Las Vegas, NV 89144

<u>Contract / Revision</u> 1589706 /		<u>Alt Order #</u>
<u>Product</u> Political		
<u>Contract Dates</u> 10/17/16 - 11/08/16	<u>Estimate #</u>	
<u>Advertiser</u> ISS/America Thrives		<u>Original Date / Revision</u> 09/22/16 / 09/22/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTOL	<u>Account Executive</u> House WTOL	<u>Sales Office</u> WTOL
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 1839.10
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WTOL	10/17/16	11/07/16	730-8pm M-F	M-F 730-8pm		:30				NM	16	\$36,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/17/16	10/23/16	MTWTF--				5	\$2,250.00	0.00			
	Week:	10/24/16	10/30/16	MTWTF--				5	\$2,250.00	0.00			
	Week:	10/31/16	11/06/16	MTWTF--				5	\$2,250.00	0.00			
	Week:	11/07/16	11/13/16	M-----				1	\$2,250.00	0.00			
N 2	WTOL	10/17/16	11/07/16	7-730pm M-F	M-F 658-730pm		:30				NM	16	\$36,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/17/16	10/23/16	MTWTF--				5	\$2,250.00	9.20			
	Week:	10/24/16	10/30/16	MTWTF--				5	\$2,250.00	9.20			
	Week:	10/31/16	11/06/16	MTWTF--				5	\$2,250.00	9.20			
	Week:	11/07/16	11/13/16	M-----				1	\$2,250.00	9.20			
N 3	WTOL	10/17/16	11/08/16	CBS This Morning	7-9am		:30				NM	34	\$18,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/17/16	10/23/16	MTWTF--				10	\$550.00	8.10			
	Week:	10/24/16	10/30/16	MTWTF--				10	\$550.00	8.10			
	Week:	10/31/16	11/06/16	MTWTF--				10	\$550.00	8.10			
	Week:	11/07/16	11/13/16	MT-----				4	\$550.00	8.10			
N 4	WTOL	10/17/16	11/07/16	News 11 @ 6 PM	557-630p		:30				NM	16	\$17,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/17/16	10/23/16	MTWTF--				5	\$1,100.00	17.10			
	Week:	10/24/16	10/30/16	MTWTF--				5	\$1,100.00	17.10			
	Week:	10/31/16	11/06/16	MTWTF--				5	\$1,100.00	17.10			
	Week:	11/07/16	11/13/16	M-----				1	\$1,100.00	17.10			
N 5	WTOL	10/17/16	11/08/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	32	\$32,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/17/16	10/23/16	MTWTF--				10	\$1,000.00	15.50			
	Week:	10/24/16	10/30/16	MTWTF--				10	\$1,000.00	15.50			
	Week:	10/31/16	11/06/16	MTWTF--				10	\$1,000.00	15.50			
	Week:	11/07/16	11/13/16	MT-----				2	\$1,000.00	15.50			
N 6	WTOL	10/17/16	11/07/16	11pm News M-F	1057-1135pm		:30				NM	16	\$16,000.00

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<u>Contract / Revision</u> 1589706 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/17/16 - 11/08/16		<u>Product</u> Political
<u>Advertiser</u> ISS/America Thrives		<u>Estimate #</u>
<u>Original Date / Revision</u> 09/22/16 / 09/22/16		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--				5	\$1,000.00	10.70			
Week:		10/24/16	10/30/16	MTWTF--				5	\$1,000.00	10.70			
Week:		10/31/16	11/06/16	MTWTF--				5	\$1,000.00	10.70			
Week:		11/07/16	11/13/16	M-----				1	\$1,000.00	10.70			
N 7	WTOL	10/23/16	11/06/16	NFL Football	NFL Football		:30				NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1				1	\$4,000.00	18.20			
Week:		10/24/16	10/30/16	-----1				1	\$4,000.00	18.20			
Week:		10/31/16	11/06/16	-----1				1	\$4,000.00	18.20			
N 8	WTOL	10/23/16	11/06/16	NFL Football	NFL Football		:30				NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1				1	\$4,000.00	18.20			
Week:		10/24/16	10/30/16	-----1				1	\$4,000.00	18.20			
Week:		10/31/16	11/06/16	-----1				1	\$4,000.00	18.20			
N 9	WTOL	10/17/16	11/07/16	MON HOUR 3	Monday Prime		:30				NM	4	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	1-----				1	\$2,750.00	9.10			
Week:		10/24/16	10/30/16	1-----				1	\$2,750.00	9.10			
Week:		10/31/16	11/06/16	1-----				1	\$2,750.00	9.10			
Week:		11/07/16	11/13/16	1-----				1	\$2,750.00	9.10			
N 10	WTOL	10/18/16	11/01/16	TUE HOUR 1	Tuesday Prime		:30				NM	3	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-1-----				1	\$3,500.00	19.60			
Week:		10/24/16	10/30/16	-1-----				1	\$3,500.00	19.60			
Week:		10/31/16	11/06/16	-1-----				1	\$3,500.00	19.60			
N 11	WTOL	10/23/16	11/06/16	SUN HOUR 1	Sunday Prime		:30				NM	3	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1				1	\$3,500.00	11.20			
Week:		10/24/16	10/30/16	-----1				1	\$3,500.00	11.20			
Week:		10/31/16	11/06/16	-----1				1	\$3,500.00	11.20			
N 12	WTOL	10/23/16	11/06/16	SUN HOUR 3	Sunday Prime		:30				NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----1				1	\$3,000.00	8.30			
Week:		10/24/16	10/30/16	-----1				1	\$3,000.00	8.30			
Week:		10/31/16	11/06/16	-----1				1	\$3,000.00	8.30			
N 13	WTOL	10/21/16	11/04/16	FRI HOUR 2	Friday Prime		:30				NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----1--				1	\$3,000.00	10.50			
Week:		10/24/16	10/30/16	----1--				1	\$3,000.00	10.50			
Week:		10/31/16	11/06/16	----1--				1	\$3,000.00	10.50			
N 14	WTOL	10/21/16	11/04/16	FRI HOUR 3	Friday Prime		:30				NM	3	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----1--				1	\$2,750.00	11.10			
Week:		10/24/16	10/30/16	----1--				1	\$2,750.00	11.10			
Week:		10/31/16	11/06/16	----1--				1	\$2,750.00	11.10			
N 15	WTOL	10/19/16	11/02/16	WED HOUR 2	Wednesday Prime		:30				NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	--1----				1	\$2,000.00	7.90			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-- 1----				1	\$2,000.00	7.90			
Week:		10/31/16	11/06/16	-- 1----				1	\$2,000.00	7.90			
N 16	WTOL	10/22/16	11/05/16	SAT HOUR 3	Saturday Prime		:30				NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----- 1-				1	\$1,500.00	4.80			
Week:		10/24/16	10/30/16	----- 1-				1	\$1,500.00	4.80			
Week:		10/31/16	11/06/16	----- 1-				1	\$1,500.00	4.80			
N 17	WTOL	10/17/16	11/07/16	STEPHEN COLBERT	1135p-1237a		:30				NM	10	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--				3	\$350.00	5.00			
Week:		10/24/16	10/30/16	MTWTF--				3	\$350.00	5.00			
Week:		10/31/16	11/06/16	MTWTF--				3	\$350.00	5.00			
Week:		11/07/16	11/13/16	M-----				1	\$350.00	5.00			
N 18	WTOL	10/23/16	11/06/16	CBS Sunday Morning	9-10:30am		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----- 1				1	\$800.00	8.70			
Week:		10/24/16	10/30/16	----- 1				1	\$800.00	8.70			
Week:		10/31/16	11/06/16	----- 1				1	\$800.00	8.70			
N 19	WTOL	10/22/16	11/05/16	AM SATURDAY	8-10am		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----- 1-				1	\$350.00	6.90			
Week:		10/24/16	10/30/16	----- 1-				1	\$350.00	6.90			
Week:		10/31/16	11/06/16	----- 1-				1	\$350.00	6.90			
N 20	WTOL	11/07/16	11/08/16	NEWS 11 @ NOON	1158am-1230pm		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				1	\$1,000.00	13.10			
Totals								1839.10				178	\$257,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	110	\$161,400.00	(\$24,210.00)	\$137,190.00
10/31/16 - 11/08/16	68	\$95,600.00	(\$14,340.00)	\$81,260.00
Totals	178	\$257,000.00	(\$38,550.00)	\$218,450.00

Signature: _____ **Date:** _____

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