

CONTRACT


WNEM.COM

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

www.wnem.com

And:

Great American Media (GMMB)
Attention: Laura Bassett
3050 K Street N, Suite 100
Washington, DC 20007

<u>Contract / Revision</u> 590213 / 5		<u>Alt Order #</u> 07197006
<u>Product</u> ISSUE		
<u>Contract Dates</u> 10/21/14 - 10/27/14		<u>Estimate #</u> 2778
<u>Advertiser</u> Democratic Senatorial Campaign Committee		<u>Original Date / Revision</u> 09/30/14 / 09/30/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WNEM	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 49	<u>Product Code</u> 53
<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
E 1	WNEM	10/21/14	10/27/14	10a-11a	10-11a		:30			IMP		NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				3	\$140.00					
2	WNEM	10/21/14	10/27/14	TV5 News at 11pm (M11-1135p			:30			PMT		NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				4	\$500.00					
E 3	WNEM	10/21/14	10/27/14	Late Show w/David Le	1135p-1235a		:30			IMP		NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				2	\$150.00					
E 4	WNEM	10/21/14	10/27/14	Price Is Right w/Drew	11a-12n		:30			IMP		NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				3	\$275.00					
E 5	WNEM	10/21/14	10/27/14	CBS Daytime	1230-2p		:30			IMP		NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				4	\$175.00					
E 6	WNEM	10/21/14	10/27/14	TV5 Noon News	12n-1230p		:30			IMP		NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				4	\$375.00					
E 7	WNEM	10/21/14	10/27/14	The Talk	2-3p		:30			IMP		NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				3	\$175.00					
E 8	WNEM	10/21/14	10/27/14	THE DOCTORS	M-F 3-4pm		:30			IMP		NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				3	\$175.00					
E 9	WNEM	10/21/14	10/27/14	Dr. Phil	4-5pm		:30			IMP		NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				3	\$175.00					
E 10	WNEM	10/21/14	10/27/14	TV-5 News at 5pm	5-530pm		:30			IMP		NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				3	\$400.00					
E 11	WNEM	10/21/14	10/27/14	Wakeup 5-6a	5-6am		:30			IMP		NM	3	\$480.00
		<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)

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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.


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Contract / Revision	Alt Order #
590213 / 5	07197006

Contract Dates	Product	Estimate #
10/21/14 - 10/27/14	ISSUE	2778

Advertiser	Original Date / Revision
Democratic Senatorial Ca	09/30/14 / 09/30/14

*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:		10/21/14	10/27/14	MTWTF--				3	\$160.00					
E 12	WNEM	10/21/14	10/27/14	TV-5 News at 530pm	530-6pm		:30			IMP		NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				3	\$400.00					
13	WNEM	10/21/14	10/27/14	TV-5 News at 6pm	6-630pm		:30			PMT		NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				3	\$1,200.00					
E 14	WNEM	10/21/14	10/27/14	Wakeup 6-7a	6-7a		:30			IMP		NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				3	\$350.00					
15	WNEM	10/21/14	10/27/14	Jeopardy	7-730pm		:30			PMT		NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				4	\$1,100.00					
E 16	WNEM	10/21/14	10/27/14	CBS This Morning	7-9am		:30			IMP		NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				8	\$150.00					
17	WNEM	10/21/14	10/27/14	Wheel of Fortune	730-8pm		:30			PMT		NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				4	\$1,100.00					
E 18	WNEM	10/21/14	10/27/14	Better Mid Michigan	9-10am		:30			IMP		NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				3	\$75.00					
E 20	WNEM	10/25/14	10/25/14	TV-5 News at 11pm (S11-1135p			:30			IMP		NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-----1-				1	\$225.00					
21	WNEM	10/25/14	10/25/14	Outdoorsman Buck Mc1135p-1200x			:30			PMT		NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-----1-				1	\$80.00					
24	WNEM	10/25/14	10/25/14	Wakeup (Sa) 8-9am	8-9am		:30			PMT		NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-----1-				1	\$160.00					
25	WNEM	10/26/14	10/26/14	NFL Football	1-4p		:30			IMP		NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-----1				1	\$525.00					
E 26	WNEM	10/26/14	10/26/14	Face The Nation	1028a-11a		:30			IMP		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-----1				1	\$250.00					
29	WNEM	10/26/14	10/26/14	Sunday 8-9pm	8-9pm		: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:		10/20/14	10/26/14	-----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	10/20/14-10/26/14	Sunday 8-9pm	8-9pm	-----Su	:30	\$1,200.00	NM				
		See MG 29.2												
		2	WNEM	10/20/14-10/26/14	Delayed 830-930p	830-930p	-----Su	:30	\$1,200.00	NM				
		Ⓜ MG for 29.1 10/26												
30	WNEM	10/26/14	10/26/14	CBS Sun AM 9a-1030a	9-1030am		:30			PMT		NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-----1				1	\$400.00					
31	WNEM	10/21/14	10/21/14	Tuesday 10-11pm	10-11pm		:30			PMT		NM	1	\$900.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-1-----				1	\$900.00					
E 32	WNEM	10/21/14	10/21/14	Tuesday 8-9pm	8-9pm		:30			IMP		NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-1-----				1	\$2,000.00					
N 33	WNEM	10/25/14	10/25/14	NCAA Football	330-7p		:30			IMP		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-----S-				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	10/20/14-10/26/14	NCAA Football	330-7p	-----Sa--	:30		\$200.00			NM		
	See MG 33.2													
	2	WNEM	10/25/14-10/25/14	CBS Sat AM 9a-11am	9a-11a	-----Sa--	:30		\$200.00			NM		
	Ⓜ MG for 33.1 10/25													
E 34	WNEM	10/25/14	10/25/14	Wheel of Fortune	730-8pm		:30			IMP		NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-----S-				1	\$105.00					
35	WNEM	10/26/14	10/26/14	NFL Football	425-730p		:30			IMP		NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-----S				2	\$525.00					
36	WNEM	10/25/14	10/25/14	TV-5 News Saturday	7-730p		:30			PMT		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-----S-				1	\$250.00					
37	WNEM	10/21/14	10/27/14	CBS Evening News (N630-7pm			:30			PMT		NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-TWTF--				2	\$1,000.00					
Week:		10/27/14	11/02/14	M-----				1	\$1,000.00					
Totals													80	\$35,420.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/26/14	64	\$28,270.00	(\$4,240.50)	\$24,029.50
10/27/14 - 10/27/14	16	\$7,150.00	(\$1,072.50)	\$6,077.50
Totals	80	\$35,420.00	(\$5,313.00)	\$30,107.00

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4111

FAX# 610-225-1191

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

SEP30/14 13.29

*** WNNM-TV ***

REP HEADLINE# 7197006

TRF# 590213

\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
40	A		900A-1100A	2	30	\$200.00	10/25	10/25	1		SAT	1

PROGRAM : CBS SATURDAY MORNING

ORD COM1: SPOT CANNOT AIR IN SEC FOOTBALL, PLEASE ADVISE ON MAKE GOOD OFFER.

ORD COM2: THANKS

THIS IS A MAKE-GOOD FOR OCT25 ON LINE-34 FOR 1 SPOT/WK

STATION MAKEGOOD OFFERS:

M4 OK'D BUY#34 MISSED:SAT/330P-700P 30S \$200.00 (SEP29/14)

OFFER:SAT/900A-1100A 30S \$200.00 PLS ADVISE.

CMT:SPOT CANNOT AIR IN SEC FOOTBALL, PLEASE ADVISE ON MAKE GOOD OFFER.

CMT:THANKS

OCT/14	35420.00	NOV/14	\$.00	CONTRACT TOTAL	35420.00
				TOTAL SPOTS	80

MARKET TOTALS \$104,176

WN

SVC- NSI

DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE

P-CLASS,PLAN,SECT Q-PAID P

0%

PROGRAM NAME

*-MULTIPLE