

# CONTRACT



**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**

<b>Contract / Revision</b> 590266 / 3		<b>Alt Order #</b> 07197012
<b>Product</b> ISSUE		
<b>Contract Dates</b> 10/28/14 - 11/03/14		<b>Estimate #</b> 2779
<b>Advertiser</b> Democratic Senatorial Campaign Committee		<b>Original Date / Revision</b> 08/19/14 / 08/19/14
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WNEM	<b>Account Executive</b> Teresa Difuria	<b>Sales Office</b> TELEREP-PHIL
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b> 49	<b>Product Code</b> 53
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
1	WNEM	10/28/14	11/03/14	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:		10/28/14	11/03/14	MTWTF--				3	\$140.00					
2	WNEM	10/28/14	11/03/14	TV5 News at 11pm (M11-1135p			:30			IMP		NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				4	\$500.00					
3	WNEM	10/28/14	11/03/14	Late Show w/David L	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:		10/28/14	11/03/14	MTWTF--				2	\$150.00					
4	WNEM	10/28/14	11/03/14	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:		10/28/14	11/03/14	MTWTF--				3	\$275.00					
5	WNEM	10/28/14	11/03/14	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:		10/28/14	11/03/14	MTWTF--				4	\$175.00					
6	WNEM	10/28/14	11/03/14	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:		10/28/14	11/03/14	MTWTF--				4	\$375.00					
7	WNEM	10/28/14	11/03/14	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:		10/28/14	11/03/14	MTWTF--				3	\$175.00					
8	WNEM	10/28/14	11/03/14	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:		10/28/14	11/03/14	MTWTF--				3	\$175.00					
9	WNEM	10/28/14	11/03/14	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:		10/28/14	11/03/14	MTWTF--				3	\$175.00					
10	WNEM	10/28/14	11/03/14	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:		10/28/14	11/03/14	MTWTF--				3	\$400.00					
11	WNEM	10/28/14	11/03/14	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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Contract / Revision	Alt Order #
590266 / 3	07197012

Contract Dates	Product	Estimate #
10/28/14 - 11/03/14	ISSUE	2779

Advertiser	Original Date / Revision
Democratic Senatorial Ca	08/19/14 / 08/19/14

*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:		10/28/14	11/03/14	MTWTF--				3	\$160.00					
12	WNEM	10/28/14	11/03/14	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:		10/28/14	11/03/14	MTWTF--				3	\$400.00					
13	WNEM	10/28/14	11/03/14	TV-5 News at 6pm	6-630pm		:30			IMP		NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				3	\$1,200.00					
14	WNEM	10/28/14	11/03/14	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:		10/28/14	11/03/14	MTWTF--				3	\$350.00					
15	WNEM	10/28/14	11/03/14	Jeopardy	7-730pm		:30			IMP		NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				4	\$1,100.00					
16	WNEM	10/28/14	11/03/14	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:		10/28/14	11/03/14	MTWTF--				8	\$150.00					
17	WNEM	10/28/14	11/03/14	Wheel of Fortune	730-8pm		:30			IMP		NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				4	\$1,100.00					
18	WNEM	10/28/14	11/03/14	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:		10/28/14	11/03/14	MTWTF--				3	\$75.00					
19	WNEM	11/03/14	11/03/14	Monday 10-11pm	10-11pm		:30			IMP		NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/03/14	11/09/14	1-----				1	\$975.00					
21	WNEM	11/01/14	11/01/14	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:		10/27/14	11/02/14	-----1-				1	\$225.00					
22	WNEM	11/01/14	11/01/14	Outdoorsman Buck Mc	1135p-1200x		:30			IMP		NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----1-				1	\$80.00					
25	WNEM	11/01/14	11/01/14	CBS Sat AM 9a-11am	9a-11a		:30			IMP		NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----1-				1	\$130.00					
26	WNEM	11/02/14	11/02/14	NFL Football	1p-4pm		: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:		10/27/14	11/02/14	-----2				2	\$525.00					
27	WNEM	11/02/14	11/02/14	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:		10/27/14	11/02/14	-----1				1	\$250.00					
N 28	WNEM	11/02/14	11/02/14	TV-5 News at 11pm (S11-1135p			: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:		10/27/14	11/02/14	-----1				1	\$250.00					
	<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	10/27/14-11/02/14	TV-5 News at 11pm (Sun)	11-1135p	-----S-	:30		<del>\$250.00</del>			NM		
	See MG 28.2													
	2	WNEM	11/02/14-11/02/14	Delayed News M-SU	1130p-1205a	-----S-	:30		\$250.00			NM		
	Ⓜ MG for 28.1 11/02													
32	WNEM	11/02/14	11/02/14	Wakeup (Su) 7-9am	7-9am		:30			IMP		NM	1	\$130.00

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<u>Advertiser</u>		<u>Original Date / Revision</u>
Democratic Senatorial Ca		08/19/14 / 08/19/14

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----1				1	\$130.00					
33	WNEM	11/02/14	11/02/14	CBS Sun AM 9a-1030	9-1030am		:30			IMP		NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----1				1	\$400.00					
34	WNEM	10/28/14	10/28/14	Tuesday 9-10pm	9-10pm		:30			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:		10/27/14	11/02/14	-1-----				1	\$1,200.00					
35	WNEM	10/29/14	10/29/14	Wednesday 10-11pm	10-11pm		:30			IMP		NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	--1----				1	\$1,100.00					
36	WNEM	11/01/14	11/01/14	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:		10/27/14	11/02/14	-----S-				1	\$200.00					
37	WNEM	11/01/14	11/01/14	Wheel of Fortune	730-8pm		:30			PMT		NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----S-				1	\$105.00					
38	WNEM	11/01/14	11/01/14	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:		10/27/14	11/02/14	-----S-				1	\$250.00					
39	WNEM	11/02/14	11/02/14	NFL Football	425-730p		: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:		10/27/14	11/02/14	-----S				1	\$525.00					
40	WNEM	11/02/14	11/02/14	Delayed 60 Minutes	730-830p		:30			PMT		NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----S				1	\$600.00					
41	WNEM	10/28/14	10/31/14	CBS Evening News (M	630-7pm		: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:		10/27/14	11/02/14	-TWTF--				3	\$1,000.00					
Totals													83	\$35,545.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/27/14 - 11/03/14	83	\$35,545.00	(\$5,331.75)	\$30,213.25
<b>Totals</b>	<b>83</b>	<b>\$35,545.00</b>	<b>(\$5,331.75)</b>	<b>\$30,213.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP: TEL# 610-293-4111 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG19/14 10.55  
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ \*\*CHANGES\*\* \*\*\* WNNM-TV \*\*\*

REP HEADLINE# 7197012 TRF# 590266  
ADV # ADV. NAME ISS/DSCC IE REP.# OFF.# 1584 SALESMAN #  
AGY # 1606 AGY. NAME GREAT AMERICAN MEDIA BUYER NAME MEREDITH KAUFMAN  
3050 K STREET NW - SUITE 100 SALES PRSN PH- JARED KELHART  
WASHINGTON, DC 20007

ORDER # CONTRACT # 7197012 CLASS: NATL. LOCAL REGIONAL  
PRDCT ISSUE EST#2779 COMMENTS: (LINE, ORDER, INVOICE)  
FLIGHT DATES OCT28/14 NOV3/14 WK-1  
CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG19/14 10.55

REP: TO KELLY  
FR JARED  
OK'D M3, SEE LN 43  
TOTAL SAME  
PLS CNF THANKS

STA: \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
CON CM DEMOCRATIC SENATORIAL CAMPAIGN COMMITTEE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
28	S		1100P-1135P	30		\$250.00	11/2	11/2	0		SUN	0
PROGRAM : TV 5 NEWS												
CON COM1: TV 5 NEWS												
43	A		1130P-1205A	30		\$250.00	11/2	11/2	1		SUN	1
PROGRAM : TV 5 NEWS												
ORD COM1: PROGRAM AIRS LATE DUE TO NFL, PLEASE ADVISE ON TIME CHANGE. THANKS												
THIS IS A MAKE-GOOD FOR NOV2 ON LINE-28 FOR 1 SPOT/WK												

AGENCY ADVERTISER CODE = 49 AGENCY EST# = 2779  
AGENCY PRODUCT CODE = 53  
AGENCY ADVERTISER CODE = 49  
AGENCY PRODUCT CODE = 53

REP HEADLINE# 7197012      TRF# 590266      REP: TEL# 610-293-4111      FAX# 610-225-1191  
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$      CREDIT ADVISORY: AGENCY CREDIT RISK !!!      AUG19/14 10.55  
 ORDER WORKSHEET      HARRIS REPORT FROM REP      \*\*\* WNEM-TV \*\*\*  
 \*\*CHANGES\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
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STATION MAKEGOOD OFFERS:												
M3	OK'D		BUY#28				NOV2		30S	\$250.00	(AUG14/14)	
							NOV2		30S	\$250.00	PLS ADVISE.	
							CMT:PROGRAM AIRS LATE DUE TO NFL, PLEASE ADVISE ON TIME CHANGE. THANKS					
NOV/14			35545.00									
											CONTRACT TOTAL	35545.00
											TOTAL SPOTS	83

MARKET TOTALS \$98,

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-

P-CLASS,PLAN,SECT

NAME  
LTIPLE