

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> 591906 / 1		<u>Alt Order #</u> 07216556
<u>Product</u> DSCC IE		
<u>Contract Dates</u> 09/23/14 - 09/29/14		<u>Estimate #</u> 2763
<u>Advertiser</u> Democratic Senatorial Campaign Committee		<u>Original Date / Revision</u> 08/19/14 / 08/19/14
<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
1	WNEM	09/23/14	09/29/14	10a-11a	10-11a		:30			PMT		NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/23/14	09/29/14	MTWTF--				2	\$140.00					
2	WNEM	09/23/14	09/29/14	Late Show w/David Le	1135p-1235a		:30			PMT		NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/23/14	09/29/14	MTWTF--				2	\$150.00					
3	WNEM	09/23/14	09/29/14	Price Is Right w/Drew	11a-12n		:30			PMT		NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/23/14	09/29/14	MTWTF--				2	\$275.00					
4	WNEM	09/23/14	09/29/14	CBS Daytime	1230-2p		:30			PMT		NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/23/14	09/29/14	MTWTF--				2	\$175.00					
5	WNEM	09/23/14	09/29/14	TV5 Noon News	12n-1230p		:30			FNP		NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/23/14	09/29/14	MTWTF--				2	\$375.00					
6	WNEM	09/23/14	09/29/14	THE DOCTORS	M-F 3-4pm		:30			PMT		NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/23/14	09/29/14	MTWTF--				2	\$175.00					
7	WNEM	09/23/14	09/29/14	Dr. Phil	4-5pm		:30			PMT		NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/23/14	09/29/14	MTWTF--				2	\$175.00					
8	WNEM	09/23/14	09/29/14	TV-5 News at 5pm	5-530pm		:30			PMT		NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/23/14	09/29/14	MTWTF--				2	\$400.00					
9	WNEM	09/23/14	09/29/14	Wakeup 5-6a	5-6am		:30			PMT		NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/23/14	09/29/14	MTWTF--				2	\$160.00					
10	WNEM	09/23/14	09/29/14	TV-5 News at 530pm	530-6pm		:30			PMT		NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/23/14	09/29/14	MTWTF--				2	\$400.00					
11	WNEM	09/23/14	09/29/14	TV-5 News at 6pm	6-630pm		:30			FNP		NM	1	\$1,200.00
		<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)

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 unless otherwise specified.

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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<u>Contract / Revision</u>	<u>Alt Order #</u>
591906 / 1	07216556

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/23/14 - 09/29/14	DSCC IE	2763

<u>Advertiser</u>	<u>Original Date / Revision</u>
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:		09/23/14	09/29/14	MTWTF--				1	\$1,200.00					
12	WNEM	09/23/14	09/29/14	Wakeup 6-7a	6-7a		:30			PMT		NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/23/14	09/29/14	MTWTF--				2	\$350.00					
13	WNEM	09/23/14	09/29/14	CBS Evening News (M630-7pm			:30			FNP		NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/23/14	09/29/14	MTWTF--				1	\$1,000.00					
14	WNEM	09/23/14	09/29/14	Jeopardy	7-730pm		:30			FNP		NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/23/14	09/29/14	MTWTF--				2	\$1,100.00					
15	WNEM	09/23/14	09/29/14	CBS This Morning	7-9am		:30			PMT		NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/23/14	09/29/14	MTWTF--				4	\$150.00					
16	WNEM	09/23/14	09/29/14	Wheel of Fortune	730-8pm		:30			FNP		NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/23/14	09/29/14	MTWTF--				2	\$1,100.00					
17	WNEM	09/27/14	09/27/14	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:		09/22/14	09/28/14	-----1-				1	\$160.00					
20	WNEM	09/28/14	09/28/14	CBS Sun AM 9a-1030:9-1030am			:30			FNP		NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/22/14	09/28/14	-----1				1	\$400.00					
21	WNEM	09/25/14	09/25/14	NFL*Regular Season 7-11P			:30			PMT		NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/22/14	09/28/14	---1---				1	\$2,100.00					
22	WNEM	09/23/14	09/29/14	M-Su Late News	11-1135p		:30			PMT		NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/23/14	09/29/14	MTWTFSS				2	\$500.00					
23	WNEM	09/23/14	09/23/14	Tuesday 8-9pm	8-9pm		:30			IMP		NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/22/14	09/28/14	-1-----				1	\$1,800.00					
25	WNEM	09/23/14	09/28/14	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:		09/22/14	09/28/14	-----S-				1	\$250.00					
26	WNEM	09/28/14	09/28/14	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:		09/22/14	09/28/14	-----S				1	\$1,200.00					
N 27	WNEM	09/24/14	09/24/14	Wednesday 8-9pm	8-9pm		: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:		09/22/14	09/28/14	--W----				1	\$1,100.00					
	<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	09/22/14-09/28/14	Wednesday 8-9pm	8-9pm	---W-----	:30		\$1,100.00	NM				
	See MG 27.2													
	2	WNEM	09/29/14-09/29/14	Monday 10-11pm	10-11pm	M-----	:30		\$1,100.00	NM				
	Ⓜ MG for 27.1 09/24													
Totals													41	\$20,760.00

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Democratic Senatorial Ca	08/19/14 / 08/19/14

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/01/14 - 09/28/14	30	\$15,420.00	(\$2,313.00)	\$13,107.00
09/29/14 - 09/29/14	11	\$5,340.00	(\$801.00)	\$4,539.00
Totals	41	\$20,760.00	(\$3,114.00)	\$17,646.00

Signature: _____ **Date:** _____

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REP HEADLINE# 7216556 TRF# 591906 REP: TEL# 610-293-4111 FAX# 610-225-1191
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG19/14 11.01
 CHANGES *** WNEP-TV ***

ADV # 1606 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 # 7216556 CLASS: NATL. LOCAL REGIONAL
 PRDCT DSCC IE EST#2763 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES SEP23/14 SEP29/14 WK-1
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG19/14 11.01

REP: TO KELLY
 FR JARED
 OK'D M2, SEE LN 29
 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		800P-900P	30		\$1,100.00	9/24	9/24	0		WED	0
AGENCY ADVERTISER CODE = 49 AGENCY EST# = 2763 AGENCY PRODUCT CODE = 53 PROGRAM : BIG BROTHER ORD COM1: SPOTS PREEMPTED DUE TO PROGRAM CHANGE. PLEASE ADVISE IF CHANGES ARE ORD COM2: OK. THANKS PART OF A MAKEGOOD MADE UP OF LINES 25-28												

REP HEADLINE# 7216556 TRF# 591906 REP: TEL# 610-293-4111 FAX# 610-225-1191
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! AUG19/14 11.01
 ORDER WORKSHEET HARRIS REPORT FROM REP *** CHANGES*** ** WNEP-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
29	A		1000P-1100P	30		\$1,100.00	9/29	9/29	1		MON	1

PROGRAM : NCIS LA
 ORD COM1 : SPOT IS NA DUE TO SURVIVOR PREMIERE, OFFER MONDAY 10-11P. PLEASE
 ORD COM2 : ADVISE. THANKS
 THIS IS A MAKE-GOOD FOR SEP24 ON LINE-28 FOR 1 SPOT/WK
 STATION MAKEGOOD OFFERS:
 M2 OK'D BUY#28 MISSED:WED/800P-900P SEP24 30S \$1,100.00 (AUG18/14)
 OFFER:MON/1000P-1100P SEP29 30S \$1,100.00 PLS ADVISE.
 CMT:SPOT IS NA DUE TO SURVIVOR PREMIERE, OFFER MONDAY 10-11P. PLEASE
 CMT:ADVISE. THANKS

SEP/14 19660.00 OCT/14 \$1,100.00 CONTRACT TOTAL 20760.00
 MARKET TOTALS \$48,279 TOTAL SPOTS 41

SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY
 P-CLASS, PLAN, SECT Q-P