

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.

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Contract / Revision	Alt Order #
591906 / 1	07216556

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

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:		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 (N630-7pm			: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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Advertiser	Original Date / Revision
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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