

# CONTRACT



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

www.wnem.com

And:

**Strategic Media Placement**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

<b>Contract / Revision</b> 610836 /		<b>Alt Order #</b> 07428624
<b>Product</b> R/TERRI LAND SENATE		
<b>Contract Dates</b> 10/07/14 - 10/13/14	<b>Estimate #</b> 4079	
<b>Advertiser</b> Terri Lynn Land For Senate		<b>Original Date / Revision</b> 10/07/14 / 10/07/14
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WNEM	<b>Account Executive</b> Jared Kelhart	<b>Sales Office</b> TELEREP-PHIL
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<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
N 1	WNEM	10/07/14	10/09/14	Wakeup 6-7a	6-7a		:30			PMT		NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/06/14	10/12/14	-T-T---				2	\$425.00					
N 2	WNEM	10/13/14	10/13/14	Wakeup 6-7a	6-7a		:30			PMT		NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/13/14	10/19/14	1-----				1	\$425.00					
N 3	WNEM	10/07/14	10/10/14	CBS This Morning	7-9am		:30			PMT		NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/06/14	10/12/14	-TWTF--				4	\$200.00					
N 4	WNEM	10/13/14	10/13/14	CBS This Morning	7-9am		:30			PMT		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/13/14	10/19/14	1-----				1	\$200.00					
N 5	WNEM	10/07/14	10/09/14	CBS Daytime	1230-2p		:30			PMT		NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/06/14	10/12/14	-T-T---				2	\$200.00					
N 6	WNEM	10/13/14	10/13/14	CBS Daytime	1230-2p		:30			PMT		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/13/14	10/19/14	1-----				1	\$200.00					
N 7	WNEM	10/10/14	10/10/14	The Talk	2-3p		:30			PMT		NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/06/14	10/12/14	----1--				1	\$225.00					
N 8	WNEM	10/07/14	10/09/14	THE DOCTORS	M-F 3-4pm		:30			PMT		NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/06/14	10/12/14	-T-T---				2	\$100.00					
N 9	WNEM	10/13/14	10/13/14	THE DOCTORS	M-F 3-4pm		:30			IMP		NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/13/14	10/19/14	1-----				1	\$100.00					
N 10	WNEM	10/08/14	10/10/14	Dr. Phil	4-5pm		:30			PMT		NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/06/14	10/12/14	--W-F--				2	\$200.00					
N 11	WNEM	10/07/14	10/07/14	TV-5 News at 5pm	5-530pm		:30			PMT		NM	1	\$500.00
		<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.


**WNEM.COM**

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

[www.wnem.com](http://www.wnem.com)

Contract / Revision	Alt Order #
610836 /	07428624

Contract Dates	Product	Estimate #
10/07/14 - 10/13/14	R/TERRI LAND SENATE	4079

Advertiser	Original Date / Revision
Terri Lynn Land For Sena	10/07/14 / 10/07/14

*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:		10/06/14	10/12/14	-1-----				1	\$500.00					
N 12	WNEM	10/13/14	10/13/14	TV-5 News at 5pm	5-530pm		:30			PMT		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/13/14	10/19/14	1-----				1	\$500.00					
N 13	WNEM	10/07/14	10/09/14	TV-5 News at 6pm	6-630pm		:30			PMT		NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/06/14	10/12/14	-T-T---				2	\$900.00					
D 14	WNEM	10/11/14	10/11/14	TV-5 News Saturday	6-730pm & 730p		:30			PMT		NM	0	\$0.00
N 15	WNEM	10/08/14	10/08/14	Jeopardy	7-730pm		:30			PMT		NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/06/14	10/12/14	--1----				1	\$850.00					
N 16	WNEM	10/07/14	10/09/14	M-Su Late News	11-1135p		:30			PMT		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/06/14	10/12/14	-T-----				1	\$500.00					
N 17	WNEM	10/07/14	10/10/14	Late Show w/David L	1135p-1235a		:30			PMT		NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/06/14	10/12/14	-TW-F--				1	\$175.00					
N 18	WNEM	10/11/14	10/11/14	Wakeup (Sa)	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:		10/06/14	10/12/14	-----1-				1	\$160.00					
N 19	WNEM	10/10/14	10/10/14	TV-5 News at 530pm	530-6pm		:30			PMT		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/06/14	10/12/14	-----1--				1	\$500.00					
N 20	WNEM	10/11/14	10/11/14	TV-5 News Saturday	7-730p		:30			IMP		NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/06/14	10/12/14	-----S-				1	\$140.00					
N 21	WNEM	10/09/14	10/09/14	Delayed News M-SU	1130p-1205a		:30			PMT		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/06/14	10/12/14	---T---				1	\$500.00					
Totals													28	\$9,425.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/13/14	28	\$9,425.00	(\$1,413.75)	\$8,011.25
<b>Totals</b>	<b>28</b>	<b>\$9,425.00</b>	<b>(\$1,413.75)</b>	<b>\$8,011.25</b>

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

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

**Station and Location:**

**Date:**

Wnem TV5 Saginaw MI

10-7-14

I, STRATEGIC MEDIA PLACEMENT,

being/on behalf of: TERRI LYNN LAND,

a legally qualified candidate of the REPUBLICAN

political party for the office of: MICHIGAN U.S. SENATE

in the GENERAL

election to be held on: NOVEMBER 4, 2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>See attached</u>					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

TERRI LYNN LAND FOR SENATE - PO BOX 308, GRANDVILLE, MI. 49418

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

KATHY VOSBURG

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

***To Be Signed By Candidate or Authorized Committee***

8/5/14

Date



Signature

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Marjorie Gorman

Printed Name

DSM

Title

## FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

### I, STRATEGIC MEDIA PLACEMENT

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

KEGAN R. BERAN

printed name

8/5/14

date

## AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available):**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.



REP HEADLINE# 7428624 TRF# 610836 REP: TEL# 610-293-4111 FAX# 610-225-1191  
\$\$\$ UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! OCT7/14 12.59  
ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* CHANGES\*\*\* \*\* WNM-TV \*\*\*

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: SPTS:
21	A		1130P-1205A	30	2	\$500.00	10/9	10/9	1		THU	1
PROGRAM : DELAYED LATE NEWS												
ORD COM1: SPOTS ARE NA DUE TO NFL AND SEC FOOTBALL, PLEASE ADVISE ON MAKE GOOD												
ORD COM2: OFFER. THANKS												
PART OF A MAKEGOOD MADE UP OF LINES 20-21												
16	S		1100P-1135P	30		\$500.00	10/7	10/9	1		TU,TH	1
PROGRAM : NEWS												
CON COM1: NEWS												
CON COM2: 1X MAX/DAY												
STATION MAKEGOOD OFFERS:												
M1	OK'D		BUY#14				OCT11		30S	\$140.00	(OCT6/14)	
	BUY#16						OCT9		30S	\$500.00		
MISSED: SAT/600P-630P												
TU,TH/1100P-1135P												
OFFER: SAT/700P-730P												
& THU/1130P-1205A												
CMT: SPOTS ARE NA DUE TO NFL AND SEC FOOTBALL, PLEASE ADVISE ON MAKE GOOD												
CMT: OFFER. THANKS												
OCT/14			\$9,425.00									
CONTRACT TOTAL											\$9,425.00	
TOTAL SPOTS											28	

MARKET TOTALS \$24,802

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY 7

P-CLASS, PLAN, SECT Q-PAI

NAME  
MULTIPLE



REP HEADLINE# 7428624  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4111

CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

REP HEADLINE# 7428624 \*\*\*  
\*\*\* ORIGINAL REV#0 \*\*\*

HARRIS REPORT FROM REP OCT6/14 14.44  
\*\*\* WNEM-TV \*\*\*

ORDER WORKSHEET

POLI/T LAND/R/SEN/MI

## STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

CONTRACT # 7428624

EST#4079 COMMENTS: (LINE, ORDER,

3/14 WK-1

TAX  
CO-OP BILLING NEEDED

TO KELLY  
FR JARED  
NEW LYNN LAND ORDER  
TOTAL \$9425  
PLS CNF THANKS  
\*\*\*\*\* THIS IS A CASH IN AD  
TERRI LYNN LAND FOR SENATE

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

[illegible]

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =

```
PROGRAM : NEWS
CON COM1: NEWS
CON COM2: 1X M
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PROGRAM : NEWS  
CON COM1 : NEWS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-900A PROGRAM : CBS THIS MORNING CON COM1: CBS THIS MORNING CON COM2: 1X MAX/DAY	30		\$200.00	10/7	10/10	4		TU-F	4
4			700A-900A PROGRAM : CBS THIS MORNING CON COM1: CBS THIS MORNING	30		\$200.00	10/13	10/13	1		MON	1
5			1230P-200P PROGRAM : SOAPS CON COM1: SOAPS CON COM2: 1X MAX/DAY	30		\$200.00	10/7	10/9	2		TU, TH	2
6			1230P-200P PROGRAM : SOAPS CON COM1: SOAPS	30		\$200.00	10/13	10/13	1		MON	1
7			200P-300P PROGRAM : THE TALK CON COM1: THE TALK	30		\$225.00	10/10	10/10	1		FRI	1
8			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS CON COM2: 1X MAX/DAY	30		\$100.00	10/7	10/9	2		TU, TH	2
9			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$100.00	10/13	10/13	1		MON	1
10			400P-500P PROGRAM : DR PHIL CON COM1: DR PHIL	30		\$200.00	10/8	10/10	2		W, F	2
11			500P-530P PROGRAM : NEWS CON COM1: NEWS	30		\$500.00	10/7	10/7	1		TUE	1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			500P-530P	30	2	\$500.00	10/13	10/13	1		MON	1
PROGRAM : NEWS												
CON COM1: NEWS												
13			600P-630P	30	2	\$900.00	10/7	10/9	2		TU,TH	2
PROGRAM : NEWS												
CON COM1: NEWS												
CON COM2: 1X MAX/DAY												
14			600P-630P	30		\$140.00	10/11	10/11	1		SAT	1
PROGRAM : NEWS												
CON COM1: NEWS												
15			700P-730P	30	2	\$850.00	10/8	10/8	1		WED	1
PROGRAM : JEOPARDY												
CON COM1: JEOPARDY												
16			1100P-1135P	30	2	\$500.00	10/7	10/9	2		TU,TH	2
PROGRAM : NEWS												
CON COM1: NEWS												
CON COM2: 1X MAX/DAY												
17			1135P-1235A	30	2	\$175.00	10/7	10/10	1		TU-F	1
PROGRAM : LETTERMAN												
CON COM1: LETTERMAN												
18			800A-900A	30	2	\$160.00	10/11	10/11	1		SAT	1
PROGRAM : NEWS												
CON COM1: NEWS												
19			530P-600P	30	2	\$500.00	10/10	10/10	1		FRI	1
PROGRAM : NEWS												
CON COM1: NEWS												
<div style="display: flex; justify-content: space-between;"> <div>OCT/14</div> <div>\$9,425.00</div> <div>CONTRACT TOTAL</div> <div>\$9,425.00</div> </div> <div style="display: flex; justify-content: space-between;"> <div></div> <div></div> <div>TOTAL SPOTS</div> <div>28</div> </div>												

CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

REP HEADLINE# 7428624  
\*\*\* ORIGINAL REV#0 \*\*\*

OCT6/14 14.44  
\*\*\* WNNM-TV \*\*\*

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	RATE	:START DATE:	:END DATE:	:SPTS/WK:	WEEK INVT	DAYS	:TOTL SPTS:
MARKET TOTALS \$24,802 W												
SVC- NSI												
DEMOS- RA35+*												