

# CONTRACT



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

www.wnem.com

And:

**Greer Margolis Mitchell Burns, Inc (GMMB)**  
 3050 K St NW  
 Washington, DC 20007

<u>Contract / Revision</u> 712867 / 1		<u>Alt Order #</u> 08149651
<u>Product</u> D/HFA 2/23 4406		
<u>Contract Dates</u> 02/23/16 - 02/29/16		<u>Estimate #</u> 4406
<u>Advertiser</u> Clinton for President		<u>Original Date / Revision</u> 02/26/16 / 02/26/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WNEM	<u>Account Executive</u> Shannon Dawson	<u>Sales Office</u> TELEREP-WAS
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 278	<u>Product Code</u> 295
<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	02/23/16	02/29/16	TV5 News at 11pm (M11-1135p			1:00			IMP		NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		02/23/16	02/29/16	MTWTF--	1			\$450.00						
2	WNEM	02/23/16	02/29/16	Price Is Right w/Drew (11a-12n			1:00			IMP		NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		02/23/16	02/29/16	MTWTF--	1			\$300.00						
3	WNEM	02/23/16	02/29/16	CBS Daytime	1230-2p		1:00			IMP		NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		02/23/16	02/29/16	MTWTF--	1			\$130.00						
4	WNEM	02/23/16	02/29/16	TV5 Noon News	12n-1230p		1:00			IMP		NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		02/23/16	02/29/16	MTWTF--	1			\$300.00						
5	WNEM	02/23/16	02/29/16	THE DOCTORS	M-F 3-4pm		1:00			IMP		NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		02/23/16	02/29/16	MTWTF--	1			\$130.00						
6	WNEM	02/23/16	02/29/16	Dr. Phil	4-5pm		1:00			IMP		NM	1	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		02/23/16	02/29/16	MTWTF--	1			\$170.00						
7	WNEM	02/23/16	02/29/16	TV-5 News at 5pm	5-530pm		1:00			IMP		NM	1	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		02/23/16	02/29/16	MTWTF--	1			\$330.00						
8	WNEM	02/23/16	02/29/16	TV-5 News at 530pm	530-6pm		1:00			IMP		NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		02/23/16	02/29/16	MTWTF--	1			\$350.00						
9	WNEM	02/23/16	02/29/16	TV-5 News at 6pm	6-630pm		1:00			IMP		NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		02/23/16	02/29/16	MTWTF--	1			\$750.00						
10	WNEM	02/23/16	02/29/16	Wakeup 6-7a	6-7a		1:00			IMP		NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>						
Week:		02/23/16	02/29/16	MTWTF--	1			\$300.00						
11	WNEM	02/23/16	02/29/16	Jeopardy	7-730pm		1:00			IMP		NM	1	\$650.00
		<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 Dates</u> 02/23/16 - 02/29/16		<u>Product</u> D/HFA 2/23 4406
		<u>Estimate #</u> 4406
<u>Advertiser</u> Clinton for President		<u>Original Date / Revision</u> 02/26/16 / 02/26/16

*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:		02/23/16	02/29/16	MTWTF--				1	\$650.00					
12	WNEM	02/23/16	02/29/16	CBS This Morning	7-9am		1:00			IMP		NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/23/16	02/29/16	MTWTF--				1	\$130.00					
13	WNEM	02/23/16	02/29/16	Wheel of Fortune	730-8pm		1:00			IMP		NM	1	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/23/16	02/29/16	MTWTF--				1	\$670.00					
N 14	WNEM	02/29/16	02/29/16	CBS Evening News (N630-7pm			1:00			IMP		NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/29/16	03/06/16	1-----				1	\$850.00					
	<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	02/29/16-03/06/16	CBS Evening News (M,W,F,630-7pm		M-----	1:00		\$850.00			NM		
	See MG 14.2, 14.3													
	2	WNEM	02/28/16-02/28/16	Sunday 1135p-1206x	1135p-1206x	-----Su	1:00		\$150.00			NM		
	Ⓜ MG for 14.1 02/29													
	3	WNEM	02/28/16-02/28/16	60 Minutes	7-8pm	-----Su	1:00		\$700.00			NM		
	Ⓜ MG for 14.1 02/29													
15	WNEM	02/29/16	02/29/16	Scorpion	9-10pm		1:00			IMP		NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/29/16	03/06/16	1-----				1	\$1,600.00					
16	WNEM	02/27/16	02/27/16	TV-5 News at 11pm (S11-1135p			1:00			IMP		NM	1	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/22/16	02/28/16	-----1-				1	\$260.00					
19	WNEM	02/27/16	02/27/16	CBS Sat AM 9a-11am 9a-11a			1:00			IMP		NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/22/16	02/28/16	-----1-				1	\$130.00					
20	WNEM	02/28/16	02/28/16	Sunday 1206x-105x 1206x-105x			1:00			IMP		NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/22/16	02/28/16	-----1				1	\$40.00					
21	WNEM	02/26/16	02/26/16	Amazing Race	8-9pm		1:00			IMP		NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/22/16	02/28/16	----F--				1	\$650.00					
22	WNEM	02/26/16	02/29/16	Wakeup 5-6a	5-6am		1:00			IMP		NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/22/16	02/28/16	----F--				1	\$100.00					
Week:		02/29/16	03/06/16	M-----				1	\$100.00					
23	WNEM	02/27/16	02/27/16	Sat 7-730pm	7-730p		1:00			IMP		NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		02/22/16	02/28/16	-----S-				1	\$150.00					
<b>Totals</b>												<b>23</b>	<b>\$8,540.00</b>	

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/01/16 - 02/28/16	14	\$4,250.00	(\$637.50)	\$3,612.50
02/29/16 - 02/29/16	9	\$4,290.00	(\$643.50)	\$3,646.50
<b>Totals</b>	<b>23</b>	<b>\$8,540.00</b>	<b>(\$1,281.00)</b>	<b>\$7,259.00</b>

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712867 /	08149651

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
02/23/16 - 02/29/16	D/HFA 2/23 4406	4406

<u>Advertiser</u>	<u>Original Date / Revision</u>
Clinton for President	02/26/16 / 02/26/16

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

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REP HEADLINE# 8149651 TRF# 712867 REP: TEL# 703-528-9829 FAX# 703 528 7880  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM REP FEB26/16 13.24  
 \*\*\*CHANGES\*\*\* \*\* WNEM-TV \*\*\*  
 ADV # \_\_\_\_\_ ADV. NAME POLI/H CLINTON/D/PRE/US REP.# \_\_\_\_\_ OFF.# \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # 379 AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KELLY POLCE  
 3050 K ST NW, SALES PRSN WA- SHANNON DAWSON  
 WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 8149651 CLASS: NATL. LOCAL REGIONAL  
 PRDCT HFA 2/23 4406 EST#4406 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES FEB23/16 FEB29/16 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE FEB26/16 13.24

REP: REV TO SHOW  
 M3 APPROVED  
 PLS CFM  
 THX SHANNON 2/26

STA: \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 CON CM ALL INVOICES ARE TO BE SENT TO:  
 GREER MARGOLIS  
 3050 K ST NW  
 WASHINGTON, DC 20007

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14	S		630P-700P	60		\$850.00	2/29	2/29	0		MON	0
AGENCY ADVERTISER CODE = 278 AGENCY EST# = 4406 AGENCY PRODUCT CODE = 295 PROGRAM : CBS EVENING NEWS CON COM1: CBS EVENING NEWS												

REP HEADLINE# 8149651 TRF# 712867 REP: TEL# 703-528-9829 FAX# 703 528 7880  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM REP FEB26/16 13.24  
 \*\*CHANGES\*\* \*\*\* WNNM-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

24	A		1135P-1205A	60		\$150.00	2/28	2/28	1		SUN	1
----	---	--	-------------	----	--	----------	------	------	---	--	-----	---

PROGRAM : FACE THE NATION  
 ORD COM1: SPOT PREEMPTED DUE TO ADVERTISER IN EACH BREAK, PLEASE ADVISE ON MAKE  
 ORD COM2: GOOD OFFER. THANKS  
 THIS IS A MAKE-GOOD FOR FEB29 ON LINE-14 FOR 1 SPOT/WK

25	A		700P-800P	60		\$700.00	2/28	2/28	1		SUN	1
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PROGRAM : 60 MINUTES  
 ORD COM1: SPOT PREEMPTED DUE TO ADVERTISER IN EACH BREAK, PLEASE ADVISE ON MAKE  
 ORD COM2: GOOD OFFER. THANKS  
 PART OF A MAKEGOOD MADE UP OF LINES 24-25  
 STATION MAKEGOOD OFFERS:

M3 OK'D BUY#14 MISSED: MON/630P-700P (FEB26/16)  
 OFFER: SUN/1135P-1205A PLS ADVISE.  
 & SUN/700P-800P  
 CMT: SPOT PREEMPTED DUE TO ADVERTISER IN EACH BREAK, PLEASE ADVISE ON MAKE  
 CMT: GOOD OFFER. THANKS

FEB/16 \$6,940.00 MAR/16 \$1,600.00 CONTRACT TOTAL \$8,540.00  
 TOTAL SPOTS 23

MARKET TOTALS \$20,333 WNI MF 1%  
 SVC- NSI  
 DEMOS- RA35+\*  
 MOD CODE A-ADD B-BUY TYPE PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID P -I ; \*-MULTIPLE