

# CONTRACT



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

www.wnem.com

And:

**Strategic Media Services**  
**1911 North Ft. Myer Drive, Suite 400**  
**Arlington, VA 22209**  
**USA**

<b>Contract / Revision</b> 838427 /		<b>Alt Order #</b> 08847142
<b>Product</b> OPPURTUNITY FOR MI		
<b>Contract Dates</b> 10/28/17 - 11/07/17		<b>Estimate #</b> 3268
<b>Advertiser</b> Opportunity For Michigan		<b>Original Date / Revision</b> 10/27/17 / 10/27/17
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> WNEM	<b>Account Executive</b> Matthew Wurm	<b>Sales Office</b> TELEREP-WAS
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>Agy Code</b> TV12521	<b>Advertiser Code</b> 297	<b>Product 1/2</b> 378
<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	11/03/17	11/03/17	TV5 News at 11pm (M11-1135p			:30			IMP		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/30/17	11/05/17	----1--				1	\$500.00					
N 2	WNEM	11/03/17	11/03/17	Wheel of Fortune	730-8pm		:30			IMP		NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/30/17	11/05/17	----1--				1	\$700.00					
N 3	WNEM	10/30/17	10/30/17	TV5 Noon News	12n-1230p		:30			IMP		NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/30/17	11/05/17	1-----				1	\$350.00					
N 4	WNEM	11/06/17	11/06/17	Jeopardy	7-730pm		:30			IMP		NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/06/17	11/12/17	1-----				1	\$700.00					
N 5	WNEM	11/06/17	11/06/17	CBS This Morning	7-9am		: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:		11/06/17	11/12/17	1-----				1	\$200.00					
N 6	WNEM	11/04/17	11/04/17	TV-5 News at 11pm (S11-1135p			:30			IMP		NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/30/17	11/05/17	-----1-				1	\$325.00					
N 7	WNEM	11/04/17	11/04/17	CBS Sat AM 9a-11am 9a-11a			:30			IMP		NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/30/17	11/05/17	-----1-				1	\$175.00					
N 8	WNEM	10/29/17	11/05/17	Face The Nation	1030a-1130a		:30			HPT		NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/23/17	10/29/17	-----1				1	\$150.00					
Week:		10/30/17	11/05/17	-----1				1	\$150.00					
N 9	WNEM	11/05/17	11/05/17	60 Minutes	7-8pm		:30			IMP		NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/30/17	11/05/17	-----1				1	\$700.00					
N 10	WNEM	11/05/17	11/05/17	CBS Sun AM 9a-1030:9-1030am			:30			PMT		NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/30/17	11/05/17	-----1				1	\$350.00					

(\* 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> 838427 /		<u>Alt Order #</u> 08847142
<u>Contract Dates</u> 10/28/17 - 11/07/17	<u>Product</u> OPPORTUNITY FOR MI	<u>Estimate #</u> 3268
<u>Advertiser</u> Opportunity For Michigar		<u>Original Date / Revision</u> 10/27/17 / 10/27/17

*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>					
N 11	WNEM	11/02/17	11/02/17	TV-5 News at 5pm	5-530pm		: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: 10/30/17		11/05/17	---	1---				1	\$400.00					
N 12	WNEM	11/02/17	11/02/17	Jeopardy	7-730pm		:30			IMP		NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week: 10/30/17		11/05/17	---	1---				1	\$700.00					
N 13	WNEM	11/02/17	11/02/17	CBS This Morning	7-9am		: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: 10/30/17		11/05/17	---	1---				1	\$200.00					
N 14	WNEM	11/07/17	11/07/17	TV5 News at 11pm (M11-1135p			:30			IMP		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week: 11/06/17		11/12/17	-1-----					1	\$500.00					
N 15	WNEM	11/07/17	11/07/17	TV-5 News at 6pm	6-630pm		: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: 11/06/17		11/12/17	-1-----					1	\$850.00					
N 16	WNEM	10/31/17	10/31/17	CBS Evening News (M630-7pm			: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: 10/30/17		11/05/17	-1-----					1	\$850.00					
N 17	WNEM	10/31/17	10/31/17	CBS This Morning	7-9am		: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: 10/30/17		11/05/17	-1-----					1	\$200.00					
N 18	WNEM	11/01/17	11/01/17	TV5 News at 11pm (M11-1135p			:30			IMP		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week: 10/30/17		11/05/17	--1----					1	\$500.00					
N 19	WNEM	11/01/17	11/01/17	TV5 Noon News	12n-1230p		:30			IMP		NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week: 10/30/17		11/05/17	--1----					1	\$350.00					
N 20	WNEM	10/30/17	11/03/17	Dr. Phil	4-5pm		: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: 10/30/17		11/05/17	MTWTF--					1	\$225.00					
N 21	WNEM	10/30/17	11/03/17	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: 10/30/17		11/05/17	MTWTF--					1	\$100.00					
Totals									0.00				22	\$9,175.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/25/17 - 10/29/17	1	\$150.00	(\$22.50)	\$127.50
10/30/17 - 11/07/17	21	\$9,025.00	(\$1,353.75)	\$7,671.25
<b>Totals</b>	<b>22</b>	<b>\$9,175.00</b>	<b>(\$1,376.25)</b>	<b>\$7,798.75</b>

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

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <i>Wnem TV5</i>	<b>Date:</b> <i>10/27/17</i>
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I, Neil Williams

do hereby request station time concerning the following issue:

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

This broadcast time will be used by: Opportunity for Michigan

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**

☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Michigan

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Opportunity for Michigan - 503 Mall Court #245; Lansing, MI 48912

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Treasurer - Robert Patrick Armiak III

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

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

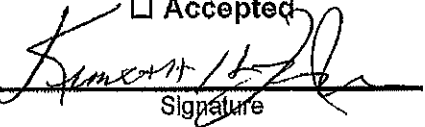
The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

<u>                    </u>	<u>neil williams</u>	<u>2022477118</u>
Date	Signature	Contact Phone Number

Digitally signed by neil williams  
DN: cn=neil williams, o=Strategic Media Services, ou=, email=neilwilliams@strategicmedia.com, c=US  
Date: 2018.10.10 11:02:45 -0400

**TO BE SIGNED BY STATION REPRESENTATIVE**

<input checked="" type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
<u></u>	<u>KENNETH A. FRIDSON</u>	<u>LOCAL SALES MGR</u>
Signature	Printed Name	Title

REP: TEL# 703-528-9382 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
OCT27/17 13.22

1911 NORTH FT. MYER DRIVE #400	SALES PRSN
	WA- MATTHEW WURM (H)

ORDER # \_\_\_\_\_ CONTRACT # 8847142 CLASS: NATL. LOCAL REGIONAL.

PRDCT	OPPORTUNITY FOR MI	EST#3268	COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES	OCT28/17	NOV7/17	WK-2
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CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT27/17 13.22

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ELECTRONIC INVOICING IS PREFERRED  
FOR TV AND RADIO INVOICES - IDB# 9912521  
FOR MARKETRON: E1141074

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 297 AGENCY PRODUCT CODE = 378 AGENCY EST# = 3268												
6		ES	1100P-1135P	30		\$325.00	10/28	10/28	0		SAT	0
6		ES	1100P-1135P	30		\$325.00	11/4	11/4	1		SAT	1
PROGRAM : TV 5 NEWS AT 11P CON COM1 : TV 5 NEWS AT 11P												

REP HEADLINE# 8847142 TRF# 838427 REP: TEL# 703-528-9382 FAX# 703-516-9680  
 \$\$\$ UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 HARRIS REPORT FROM REP OCT27/17 13.22  
 \*\*\* CHANGES \*\*\* \*\* WNNM-TV \*\*\*

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

20	A		400P-500P	30		\$225.00	10/30	11/3	1		M-F	1
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PROGRAM : DR PHIL  
 ORD COM1 : SPOT NA DUE TO LOG DEADLINES. PLEASE ADVISE ON MAKE GOOD OFFER. THANKS  
 THIS IS A MAKE-GOOD FOR OCT28 ON LINE-6 FOR 1 SPOT/WK

21	A		300P-400P	30		\$100.00	10/30	11/3	1		M-F	1
----	---	--	-----------	----	--	----------	-------	------	---	--	-----	---

PROGRAM : THE DOCTORS  
 ORD COM1 : SPOT NA DUE TO LOG DEADLINES. PLEASE ADVISE ON MAKE GOOD OFFER. THANKS  
 PART OF A MAKEGOOD MADE UP OF LINES 20-21

STATION MAKEGOOD OFFERS:  
 M1 OK'D BUY#6 MISSED: SAT/1100P-1135P OCT28 30S \$325.00 (OCT27/17)  
 OFFER: M-F/400P-500P OCT30 30S \$225.00 PLS ADVISE.  
 & M-F/300P-400P OCT30 30S \$100.00  
 CMT: SPOT NA DUE TO LOG DEADLINES. PLEASE ADVISE ON MAKE GOOD OFFER. THANKS

OCT/17 \$150.00 NOV/17 \$9,025.00 CONTRACT TOTAL \$9,175.00  
 TOTAL SPOTS 22

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

OCT27/17 12.12  
\*\*\* WNNM-TV \*\*\*

ELECTRONIC INVOICING IS PREFERRED  
FOR TV AND RADIO INVOICES - IDB# 9912521  
FOR MARKETRON: E1141074

PROGRAM : WHEEL OF FORTUNE  
CON COM1: WHEEL OF FORTUNE



REP HEADLINE# 8847142  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-528-9382 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT27/17 12.12  
\*\*\* WNNM-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			1200N-1230P PROGRAM : TV 5 NEWS @ NOON CON COM1: TV 5 NEWS @ NOON	30	3	\$350.00	10/30	10/30	1		MON	1
4			700P-730P PROGRAM : JEOPARDY CON COM1: JEOPARDY	30	3	\$700.00	11/6	11/6	1		MON	1
5			700A-900A PROGRAM : CBS THIS MORNING CON COM1: CBS THIS MORNING	30	3	\$200.00	11/6	11/6	1		MON	1
6			1100P-1135P PROGRAM : TV 5 NEWS AT 11P CON COM1: TV 5 NEWS AT 11P	30	3	\$325.00	10/28	11/4	1		SAT	2
7			900A-1100A PROGRAM : CBS THIS MORNING SAT CON COM1: CBS THIS MORNING SAT	30	3	\$175.00	11/4	11/4	1		SAT	1
8			1030A-1130A PROGRAM : FACE THE NATION CON COM1: FACE THE NATION	30	4	\$150.00	10/29	11/5	1		SUN	2
9			700P-800P PROGRAM : 60 MINUTES CON COM1: 60 MINUTES	30	3	\$700.00	11/5	11/5	1		SUN	1
10			900A-1030A PROGRAM : CBS SUNDAY MORNING CON COM1: CBS SUNDAY MORNING	30	2	\$350.00	11/5	11/5	1		SUN	1
11			500P-530P PROGRAM : TV 5 NEWS @ 5P CON COM1: TV 5 NEWS @ 5P	30	3	\$400.00	11/2	11/2	1		THU	1

REP HEADLINE# 8847142  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-528-9382 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT27/17 12.12  
 \*\*\* WNNM-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			700P-730P	30	3	\$700.00	11/2	11/2	1		THU	1
PROGRAM : JEOPARDY CON COM1 : JEOPARDY												
13			700A-900A	30	3	\$200.00	11/2	11/2	1		THU	1
PROGRAM : CBS THIS MORNING CON COM1 : CBS THIS MORNING												
14			1100P-1135P	30	3	\$500.00	11/7	11/7	1		TUE	1
PROGRAM : TV 5 NEWS AT 11P CON COM1 : TV 5 NEWS AT 11P												
15			600P-630P	30	2	\$850.00	11/7	11/7	1		TUE	1
PROGRAM : TV 5 NEWS @ 6P CON COM1 : TV 5 NEWS @ 6P												
16			630P-700P	30	2	\$850.00	10/31	10/31	1		TUE	1
PROGRAM : CBS EVENING NEWS CON COM1 : CBS EVENING NEWS												
17			700A-900A	30	3	\$200.00	10/31	10/31	1		TUE	1
PROGRAM : CBS THIS MORNING CON COM1 : CBS THIS MORNING												
18			1100P-1135P	30	3	\$500.00	11/1	11/1	1		WED	1
PROGRAM : TV 5 NEWS AT 11P CON COM1 : TV 5 NEWS AT 11P												
19			1200N-1230P	30	3	\$350.00	11/1	11/1	1		WED	1
PROGRAM : TV 5 NEWS @ NOON CON COM1 : TV 5 NEWS @ NOON												
OCT/17			\$475.00	NOV/17		\$8,700.00						

CONTRACT TOTAL \$9,175.00  
 TOTAL SPOTS 21

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI  
 DEMOS- RA35+\*