

CONTRACT



WTOL-TV Toledo
730 North Summit
Toledo, OH 43604
(419) 248-1111

And:

Waterfront Strategies
1010 Wisconsin Avenue
Washington, DC 20007

<u>Contract / Revision</u> 1568652 /		<u>Alt Order #</u> 08346405
<u>Product</u> AFSCME		
<u>Contract Dates</u> 08/16/16 - 08/22/16		<u>Estimate #</u> 5175
<u>Advertiser</u> ISS/AFSCME		<u>Original Date / Revision</u> 08/11/16 / 08/11/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTOL	<u>Account Executive</u> Dorie Penafiel	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 121	<u>Product 1/2</u> 128
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WTOL	08/16/16	08/19/16	FLIP MY FOOD	M-F 10-1030am		:30				NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	- TWTF - -				4	\$100.00				
N 2	WTOL	08/16/16	08/19/16	FIX IT & FINISH IT	M-F 1030-11am		:30				NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	- TWTF - -				4	\$100.00				
N 3	WTOL	08/16/16	08/19/16	11pm News M-F	1057-1135pm		:30				NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	- TWTF - -				2	\$1,300.00				
N 4	WTOL	08/16/16	08/19/16	STEPHEN COLBERT	1135p-1237a		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	- TWTF - -				4	\$200.00				
N 5	WTOL	08/16/16	08/19/16	Price Is Right	Price Is Right		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	- TWTF - -				2	\$1,200.00				
N 6	WTOL	08/16/16	08/19/16	CBS Soaps	CBS Soaps		:30				NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	- TWTF - -				4	\$425.00				
N 7	WTOL	08/16/16	08/19/16	LATE, LATE SHOW	1237a-137a		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	- TWTF - -				2	\$75.00				
N 8	WTOL	08/16/16	08/19/16	NEWS 11 @ NOON	1158am-1230pm		:30				NM	4	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	- TWTF - -				4	\$625.00				
N 9	WTOL	08/16/16	08/19/16	NEWS 11 REPLAY	News 11 Replay		:30				NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	- TWTF - -				4	\$60.00				
N 10	WTOL	08/16/16	08/19/16	The Talk	The Talk		:30				NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	- TWTF - -				4	\$275.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 1568652 /		<u>Alt Order #</u> 08346405
<u>Contract Dates</u> 08/16/16 - 08/22/16	<u>Product</u> AFSCME	<u>Estimate #</u> 5175
<u>Advertiser</u> ISS/AFSCME		<u>Original Date / Revision</u> 08/11/16 / 08/11/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 11	WTOL	08/16/16	08/19/16	4-430am	CBS Morning News		:30				NM	3	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-TWTF--				3	\$10.00				
N 13	WTOL	08/16/16	08/19/16	YOUR MORNING 5 AM	5-530am		:30				NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-TWTF--				4	\$150.00				
N 14	WTOL	08/16/16	08/19/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-TWTF--				1	\$1,300.00				
N 15	WTOL	08/16/16	08/19/16	YOUR MORNING 5:30 AM	528-6am		:30				NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-TWTF--				4	\$400.00				
N 16	WTOL	08/16/16	08/19/16	News 11 @ 6 PM	557-630p		:30				NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-TWTF--				4	\$1,500.00				
N 17	WTOL	08/16/16	08/19/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-TWTF--				3	\$650.00				
N 18	WTOL	08/17/16	08/19/16	CBS EVENING NEWS	630-7pm		:30				NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	--W-F--				1	\$2,200.00				
N 19	WTOL	08/16/16	08/19/16	CBS This Morning	7-9am		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-TWTF--				2	\$650.00				
N 20	WTOL	08/16/16	08/19/16	730-8pm M-F	M-F 730-8pm		:30				NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-TWTF--				1	\$3,500.00				
N 21	WTOL	08/16/16	08/19/16	News 11 @ 9AM Your Day	858-10am		:30				NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-TWTF--				4	\$350.00				
N 22	WTOL	08/20/16	08/21/16	NEWS 11 @ 11P WEEK-END	1057-1135pm		:30				NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-----SS				2	\$1,300.00				
N 23	WTOL	08/20/16	08/21/16	News 11 @ 6 PM Weekend	557-630pm		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-----SS				1	\$500.00				
N 24	WTOL	08/20/16	08/20/16	Blue Bloods	Blue Bloods		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-----1-				1	\$60.00				
N 25	WTOL	08/20/16	08/20/16	YOUR MORNING SATURDAY	News 11 6am Sat		:30				NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-----1-				1	\$160.00				
N 26	WTOL	08/20/16	08/20/16	WOF SA	658-8pm		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-----1-				1	\$500.00				
N 27	WTOL	08/20/16	08/20/16	AM SATURDAY	8-10am		:30				NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-----2-				2	\$160.00				

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
N 28	WTOL	08/20/16	08/20/16	SAT HOUR 2	Saturday Prime		:30				NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-----1-				1	\$1,250.00				
N 29	WTOL	08/21/16	08/21/16	FACE THE NATION	10:30-11:30am		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-----1				1	\$400.00				
N 30	WTOL	08/21/16	08/21/16	Flip & FIX	SUN 1235- 137AM		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-----1				1	\$30.00				
N 31	WTOL	08/21/16	08/21/16	AM SUNDAY	AM Sunday		:30				NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-----2				2	\$160.00				
N 32	WTOL	08/21/16	08/21/16	CBS Sunday Morning	9-10:30am		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-----2				2	\$400.00				
N 33	WTOL	08/18/16	08/18/16	NFL Thursday Prime	NFL Football		:30				NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	---1---				1	\$3,500.00				
N 34	WTOL	08/16/16	08/16/16	TUE HOUR 1	Tuesday Prime		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-1-----				1	\$4,000.00				
N 35	WTOL	08/16/16	08/16/16	TUE HOUR 2	Tuesday Prime		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	-1-----				1	\$4,000.00				
N 36	WTOL	08/17/16	08/17/16	WED HOUR 1	Wednesday Prime		:30				NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/15/16	08/21/16	--1----				1	\$5,000.00				
N 37	WTOL	08/22/16	08/22/16	FLIP MY FOOD	M-F 10-1030am		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/22/16	08/28/16	1-----				1	\$100.00				
N 38	WTOL	08/22/16	08/22/16	FIX IT & FINISH IT	M-F 1030-11am		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/22/16	08/28/16	1-----				1	\$100.00				
N 39	WTOL	08/22/16	08/22/16	STEPHEN COLBERT	1135p-1237a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/22/16	08/28/16	1-----				1	\$200.00				
N 40	WTOL	08/22/16	08/22/16	News 11 @ 9AM Your Day	858-10am		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/22/16	08/28/16	1-----				1	\$350.00				
N 41	WTOL	08/22/16	08/22/16	News 11 @ 6 PM	557-630p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/22/16	08/28/16	1-----				1	\$1,500.00				
N 42	WTOL	08/22/16	08/22/16	YOUR MORNING 5 AM	5-530am		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/22/16	08/28/16	1-----				1	\$150.00				
N 43	WTOL	08/22/16	08/22/16	YOUR MORNING 5:30 AM	528-6am		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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<u>Advertiser</u> ISS/AFSCME		<u>Estimate #</u> 5175
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Week:		08/22/16	08/28/16	1-----				1	\$400.00				
N 44	WTOL	08/22/16	08/22/16	CBS Soaps	CBS Soaps		:30				NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/22/16	08/28/16	1-----				1	\$425.00				
N 45	WTOL	08/22/16	08/22/16	NEWS 11 @ NOON	1158am-1230pm		:30				NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/22/16	08/28/16	1-----				1	\$625.00				
N 46	WTOL	08/22/16	08/22/16	NEWS 11 REPLAY	News 11 Replay		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/22/16	08/28/16	1-----				1	\$60.00				
N 47	WTOL	08/22/16	08/22/16	The Talk	The Talk		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/22/16	08/28/16	1-----				1	\$275.00				
Totals								0.00				91	\$59,795.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/01/16 - 08/22/16	91	\$59,795.00	(\$8,969.25)	\$50,825.75
Totals	91	\$59,795.00	(\$8,969.25)	\$50,825.75

Signature: _____ **Date:** _____

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