

CONTRACT**WNEM.COM**

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

www.wnem.com

And:

Screen Strategies Media LLC
Attention: Caroline Bahng
11150 Fairfax Boulevard, Suite 505
Fairfax, VA 20120
USA

<u>Contract / Revision</u> 612629 /		<u>Alt Order #</u>
<u>Product</u> Peters for Senate - General		
<u>Contract Dates</u> 10/21/14 - 10/27/14		<u>Estimate #</u> 1297
<u>Advertiser</u> Peters For Michigan		<u>Original Date / Revision</u> 10/17/14 / 10/17/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WNEM	<u>Account Executive</u> Local Political Local F	<u>Sales Office</u> Local-WNEM
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<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
N 1	WNEM	10/22/14	10/24/14	Wakeup 5-6a	5-6am		:30			IMP		NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/20/14	10/26/14	--1-1--				2	\$100.00					
N 2	WNEM	10/21/14	10/27/14	Wakeup 6-7a	6-7a		:30			PMT		NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/20/14	10/26/14	-1-11--				3	\$425.00					
	Week:	10/27/14	11/02/14	1-----				1	\$425.00					
N 3	WNEM	10/21/14	10/27/14	CBS This Morning	7-9am		:30			PMT		NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/20/14	10/26/14	-1111--				4	\$200.00					
	Week:	10/27/14	11/02/14	1-----				1	\$200.00					
N 4	WNEM	10/21/14	10/21/14	Let's Make a Deal	10-11a		: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:	10/20/14	10/26/14	-1-----				1	\$200.00					
N 5	WNEM	10/23/14	10/23/14	Price Is Right w/Drew	11a-12n		:30			PMT		NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/20/14	10/26/14	---1---				1	\$325.00					
N 6	WNEM	10/24/14	10/27/14	TV5 Noon News	12n-1230p		:30			PMT		NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/20/14	10/26/14	----1--				1	\$325.00					
	Week:	10/27/14	11/02/14	1-----				1	\$325.00					
N 7	WNEM	10/22/14	10/22/14	Y&R	1230-130p		: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:	10/20/14	10/26/14	--1----				1	\$200.00					
N 8	WNEM	10/23/14	10/23/14	The Talk	2-3p		: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:	10/20/14	10/26/14	---1---				1	\$100.00					
N 9	WNEM	10/21/14	10/27/14	THE DOCTORS	M-F 3-4pm		:30			IMP		NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	10/20/14	10/26/14	-1111--				4	\$100.00					
	Week:	10/27/14	11/02/14	1-----				1	\$100.00					
N 10	WNEM	10/21/14	10/27/14	Dr. Phil	4-5pm		:30			PMT		NM	5	\$1,000.00

(* 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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Contract / Revision	Alt Order #
612629 /	

Contract Dates	Product	Estimate #
10/21/14 - 10/27/14	Peters for Senate - Gene	1297

Advertiser	Original Date / Revision
Peters For Michigan	10/17/14 / 10/17/14

*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:		10/20/14	10/26/14	-1111--				4	\$200.00					
Week:		10/27/14	11/02/14	1-----				1	\$200.00					
N 11	WNEM	10/22/14	10/24/14	TV-5 News at 530pm	530-6pm		: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:		10/20/14	10/26/14	--1-1--				2	\$500.00					
N 12	WNEM	10/21/14	10/27/14	TV-5 News at 6pm	6-630pm		:30			PMT		NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-1111--				4	\$900.00					
Week:		10/27/14	11/02/14	1-----				1	\$900.00					
N 13	WNEM	10/21/14	10/27/14	Jeopardy	7-730pm		:30			PMT		NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-1-1---				2	\$850.00					
Week:		10/27/14	11/02/14	1-----				1	\$850.00					
N 14	WNEM	10/22/14	10/27/14	Wheel of Fortune	730-8pm		:30			PMT		NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	--1-1--				2	\$850.00					
Week:		10/27/14	11/02/14	1-----				1	\$850.00					
N 15	WNEM	10/27/14	10/27/14	2 Broke Girls	8-830p		:30			PMT		NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	1-----				1	\$1,400.00					
N 16	WNEM	10/21/14	10/21/14	Person of Interest	10-11pm		:30			PMT		NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-1-----				1	\$900.00					
N 17	WNEM	10/22/14	10/22/14	Survivor	8-9pm		:30			IMP		NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	--1----				1	\$950.00					
N 18	WNEM	10/24/14	10/24/14	Blue Bloods	10-11pm		: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:		10/20/14	10/26/14	----1--				1	\$1,200.00					
N 19	WNEM	10/26/14	10/26/14	CSI	10-11pm		:30			PMT		NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-----1				1	\$800.00					
N 20	WNEM	10/21/14	10/27/14	TV5 News at 11pm (M11-1135p			:30			PMT		NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-11-1--				3	\$500.00					
Week:		10/27/14	11/02/14	1-----				1	\$500.00					
N 21	WNEM	10/25/14	10/25/14	TV-5 News at 11pm (S11-1135p			:30			IMP		NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-----1-				1	\$150.00					
N 22	WNEM	10/26/14	10/26/14	TV-5 News at 11pm (S11-1135p			: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:		10/20/14	10/26/14	-----1				1	\$175.00					
N 23	WNEM	10/21/14	10/27/14	Late Show w/David Le1135p-1235a			:30			PMT		NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-11-1--				3	\$175.00					
Week:		10/27/14	11/02/14	1-----				1	\$175.00					
N 24	WNEM	10/22/14	10/27/14	Better Mid Michigan	9-10am		:30			IMP		NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	--1----				1	\$50.00					

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	1-----				1	\$50.00					
N 25	WNEM	10/21/14	10/21/14	NCIS NOLA	9-10pm		: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:		10/20/14	10/26/14	-1-----				1	\$1,200.00					
N 26	WNEM	10/23/14	10/23/14	Delayed Letterman	1235x-135x		: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:		10/20/14	10/26/14	---1---				1	\$175.00					
N 27	WNEM	10/26/14	10/26/14	Madam Secretary	8-9pm		:30			PMT		NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-----1				1	\$800.00					
N 28	WNEM	10/21/14	10/21/14	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:		10/20/14	10/26/14	-1-----				1	\$500.00					
Totals													61	\$27,525.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/26/14	49	\$21,550.00	(\$3,232.50)	\$18,317.50
10/27/14 - 10/27/14	12	\$5,975.00	(\$896.25)	\$5,078.75
Totals	61	\$27,525.00	(\$4,128.75)	\$23,396.25

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: WNEM-TV	Date: 4/8/2014
---	-----------------------

I, Screen Strategies Media,

being/on behalf of: Gary Peters,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/4/2014

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): \$ 27,525.00

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

Peters for Michigan

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:

Geraldine Buckles

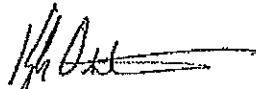
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

4/8/2014

Date



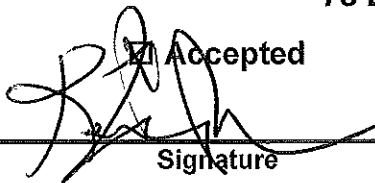
Signature

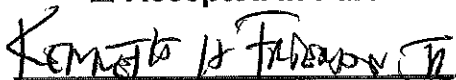
To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected


Signature


Printed Name


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, Peters for Senate 2014

Peters For Michigan

(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

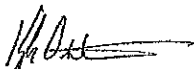
☒ does not

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

Kyle Osterhout

3/26/2014

printed name

date

Buy Detail Report

Revision #: Date: 10/17/2014

Client: Peters for Senate 2014
 Media: TV
 Product: General
 Market: Flint
 Estimate: 1297
 Description: Peters for Senate 10/21-27/2014 TV
 Flight Start Date: 10/21/2014 05:00 AM
 Flight End Date: 10/27/2014 12:00 AM
 Survey: Nov13 DMA Nielsen Live+1
 Buyer: Caroline Bahng
 Vendor: WNEM-TV
 107 N. Franklin Street
 Saginaw, MI 48607
 Send Billing To: Screen Strategies Media
 11150 Fairfax Blvd
 Suite 505
 Fairfax, VA 22030
 Phone: 703-272-7300
 Separation between spots: 15
 Phone: 989-755-8191
 Fax: 989-758-2112
 Affiliation: CBS

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue 10/21	Wed 10/22	Thu 10/23	Fri 10/24	Sat 10/25	Sun 10/26	Mon 10/27	Total Spots
WNEM-TV												
57	MTUWThF 4:00p-5:00p Dr. Phil	EF	\$200.00	30	1	1	1	1			1	5
Sold Out: Lowest Rate to Clear per WNEM												
58	MTUWThF 5:00p-5:30p WNEM 5p News	EN	\$500.00	30	1							1
Sold Out: Lowest Rate to Clear per WNEM												
59	MTUWThF 5:30p-6:00p WNEM 5:30p News	EN	\$500.00	30	1	1		1				2
Sold Out: Lowest Rate to Clear per WNEM												
60	MTUWThF 6:00p-6:30p WNEM 6p News	EN	\$900.00	30	1	1	1	1			1	5
Sold Out: Lowest Rate to Clear per WNEM												
61	MTUWThF 7:00p-7:30p Jeopardy	PA	\$850.00	30	1		1				1	3
Sold Out: Lowest Rate to Clear per WNEM												
62	MTUWThF 7:30p-8:00p Wheel of Fortune	PA	\$850.00	30		1		1			1	3
Sold Out: Lowest Rate to Clear per WNEM												
63	M 8:00p-8:30p 2 Broke Girls	PT	\$1,400.00	30							1	1
Sold Out: Lowest Rate to Clear per WNEM												
64	Tu 9:00p-10:00p NCIS NOLA	PT	\$1,200.00	30		1						1
Sold Out: Lowest Rate to Clear per WNEM												
65	Tu 10:00p-11:00p Person Interest	PT	\$900.00	30	1							1
Sold Out: Lowest Rate to Clear per WNEM												

Buy Detail Report

Revision #: Date: 10/17/2014

Client: Peters for Senate 2014
 Media: TV
 Product: General
 Market: Flint
 Separation between spots: 15

Estimate: 1297
 Description: Peters for Senate 10/21-27/2014 TV
 Flight Start Date: 10/21/2014 05:00 AM
 Flight End Date: 10/27/2014 12:00 AM
 Survey: Nov13 DMA Nielsen Live+1
 Buyer: Caroline Bahng

Vendor: WNEM-TV
 107 N. Franklin Street
 Saginaw, MI 48607
 Phone: 989-755-8191
 Fax: 989-758-2112
 Affiliation: CBS

Send Billing To: Screen Strategies Media
 11150 Fairfax Blvd
 Suite 505
 Fairfax, VA 22030
 Phone: 703-272-7300

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue 10/21	Wed 10/22	Thu 10/23	Fri 10/24	Sat 10/25	Sun 10/26	Mon 10/27	Total Spots
WNEM-TV												
66	W 8:00p- 9:00p Survivor	PT	\$950.00	30		1						1
67	F 10:00p-11:00p Blue Bloods	PT	\$1,200.00	30				1				1
Sold Out: Lowest Rate to Clear per WNEM												
68	Su 8:00p- 9:00p Madam Secretary	PT	\$800.00	30						1		1
Sold Out: Lowest Rate to Clear per WNEM												
69	Su 10:00p-11:00p CSI	PT	\$800.00	30						1		1
Sold Out: Lowest Rate to Clear per WNEM												
70	MTuWThF 11:00p-11:35p WNEM 11p News	LN	\$500.00	30	1	1		1			1	4
Sold Out: Lowest Rate to Clear per WNEM												
71	Sa 11:00p-11:35p Saturday 11p News	LN	\$150.00	30					1			1
72	Su 11:00p-11:35p Sunday 11p News	LN	\$175.00	30						1		1
73	MTuWThF 11:35p-12:35a Letterman	LF	\$175.00	30	1	1	1	1			1	5
Sold Out: Lowest Rate to Clear per WNEM												
Total Cost:				Total Spots:								
				12 12 9 12 1 3 12								61
												61

Buy Detail Report

Revision #: Date: 10/17/2014

Client: Peters for Senate 2014
 Media: TV
 Product: General
 Market: Flint
 Estimate: 1297
 Description: Peters for Senate 10/21-27/2014 TV
 Flight Start Date: 10/21/2014 05:00 AM
 Flight End Date: 10/27/2014 12:00 AM
 Survey: Nov13 DMA Nielsen Live+1
 Buyer: Caroline Bahng
 Vendor: WNEM-TV
 107 N. Franklin Street
 Saginaw, MI 48607
 Send Billing To: Screen Strategies Media
 11150 Fairfax Blvd
 Suite 505
 Fairfax, VA 22030
 Phone: 703-272-7300
 Separation between spots: 15
 Phone: 989-755-8191
 Fax: 989-758-2112

Affiliation: CBS

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue 10/21	Wed 10/22	Thu 10/23	Fri 10/24	Sat 10/25	Sun 10/26	Mon 10/27	Total Spots
WNEM-TV												
47	MTuWThF 5:00a-6:00a WNEM 5a News	EM	\$100.00	30		1		1				2
48	MTuWThF 6:00a-7:00a WNEM 6a News	EM	\$425.00	30	1		1	1			1	4
49	MTuWThF 7:00a-9:00a CBS This Morning	EM	\$200.00	30	1	1	1	1			1	5
50	MTuWThF 9:00a-10:00a Better Mid-Michigan	DT	\$50.00	30		1					1	2
51	MTuWTh 10:00a-11:00a Let's Make a Deal	DT	\$200.00	30	1							1
52	MTuWThF 11:00a-12:00p Price is Right	DT	\$325.00	30			1					1
53	MTuWThF 12:00p-12:30p WNEM Noon News	DT	\$325.00	30				1			1	2
54	MTuWThF 12:30p-1:30p Young & Restless	DT	\$200.00	30		1						1
55	MTuWThF 2:00p-3:00p The Talk	DT	\$100.00	30			1					1
56	MTuWThF 3:00p-4:00p The Doctors	EF	\$100.00	30	1	1	1	1			1	5