

## CONTRACT


**WNEM.COM**
[www.wnem.com](http://www.wnem.com)

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

And:

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

<u>Contract / Revision</u> 610604 /		<u>Alt Order #</u>
<u>Product</u> Peters for Senate - General		
<u>Contract Dates</u> 10/07/14 - 10/13/14	<u>Estimate #</u> 1031	
<u>Advertiser</u> Peters For Michigan		<u>Original Date / Revision</u> 10/03/14 / 10/03/14
<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	10/07/14	10/09/14	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:		10/06/14	10/12/14	-1-1---				2	\$100.00					
N 2	WNEM	10/07/14	10/13/14	Wakeup 6-7a	6-7a		:30			PMT		NM	5	\$2,125.00
		<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	-1111--				4	\$425.00					
Week:		10/13/14	10/19/14	1-----				1	\$425.00					
N 3	WNEM	10/07/14	10/13/14	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:		10/06/14	10/12/14	-1111--				4	\$200.00					
Week:		10/13/14	10/19/14	1-----				1	\$200.00					
N 4	WNEM	10/13/14	10/13/14	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:		10/13/14	10/19/14	1-----				1	\$200.00					
N 5	WNEM	10/09/14	10/09/14	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:		10/06/14	10/12/14	---1---				1	\$325.00					
N 6	WNEM	10/07/14	10/10/14	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:		10/06/14	10/12/14	-1--1--				2	\$325.00					
N 7	WNEM	10/08/14	10/08/14	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:		10/06/14	10/12/14	--1----				1	\$200.00					
N 8	WNEM	10/09/14	10/09/14	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:		10/06/14	10/12/14	---1---				1	\$100.00					
N 9	WNEM	10/07/14	10/13/14	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:		10/06/14	10/12/14	-1111--				4	\$100.00					
Week:		10/13/14	10/19/14	1-----				1	\$100.00					
N 10	WNEM	10/07/14	10/13/14	Dr. Phil	4-5pm		: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:		10/06/14	10/12/14	-1111--				4	\$100.00					

(\* 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.



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

**WNEM.COM**

www.wnem.com

Contract / Revision	Alt Order #
610604 /	

Contract Dates	Product	Estimate #
10/07/14 - 10/13/14	Peters for Senate - Gene	1031

Advertiser	Original Date / Revision
Peters For Michigan	10/03/14 / 10/03/14

*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:		10/13/14	10/19/14	1-----				1	\$100.00					
N 11	WNEM	10/07/14	10/07/14	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 12	WNEM	10/07/14	10/13/14	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:		10/06/14	10/12/14	-1111--				4	\$900.00					
Week:		10/13/14	10/19/14	1-----				1	\$900.00					
N 13	WNEM	10/09/14	10/13/14	Jeopardy	7-730pm		:30			PMT		NM	2	\$1,700.00
		<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					
Week:		10/13/14	10/19/14	1-----				1	\$850.00					
N 14	WNEM	10/07/14	10/10/14	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:		10/06/14	10/12/14	-11-1--				3	\$850.00					
N 15	WNEM	10/13/14	10/13/14	Scorpion	9-10pm		: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:		10/13/14	10/19/14	1-----				1	\$1,400.00					
N 16	WNEM	10/07/14	10/07/14	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:		10/06/14	10/12/14	-1-----				1	\$900.00					
N 17	WNEM	10/08/14	10/08/14	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:		10/06/14	10/12/14	--1----				1	\$950.00					
N 18	WNEM	10/11/14	10/11/14	48 Hours	10-11p		:30			PMT		NM	1	\$300.00
		<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	\$300.00					
N 19	WNEM	10/12/14	10/12/14	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:		10/06/14	10/12/14	-----1				1	\$800.00					
N 20	WNEM	10/07/14	10/13/14	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:		10/06/14	10/12/14	-11-1--				3	\$500.00					
Week:		10/13/14	10/19/14	1-----				1	\$500.00					
N 21	WNEM	10/11/14	10/11/14	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:		10/06/14	10/12/14	-----1-				1	\$150.00					
N 22	WNEM	10/12/14	10/12/14	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:		10/06/14	10/12/14	-----1				1	\$175.00					
N 23	WNEM	10/08/14	10/13/14	Late Show w/David Le	1135p-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:		10/06/14	10/12/14	--111--				3	\$175.00					
Week:		10/13/14	10/19/14	1-----				1	\$175.00					
N 24	WNEM	10/08/14	10/08/14	Better Mid Michigan	9-10am		:30			IMP		NM	1	\$50.00
		<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	\$50.00					
N 25	WNEM	10/13/14	10/13/14	Bold & Beautiful	130-2p		:30			PMT		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					

(\* 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 #
610604 /	

Contract Dates	Product	Estimate #
10/07/14 - 10/13/14	Peters for Senate - Gene	1031

Advertiser	Original Date / Revision
Peters For Michigan	10/03/14 / 10/03/14

*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:		10/13/14	10/19/14	1-----				1	\$200.00					
N 26	WNEM	10/10/14	10/10/14	Amazing Race	8-9pm		:30			PMT		NM	1	\$700.00
		<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	\$700.00					
N 27	WNEM	10/12/14	10/12/14	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:		10/06/14	10/12/14	-----1				1	\$800.00					
Totals													58	\$24,175.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/13/14	58	\$24,175.00	(\$3,626.25)	\$20,548.75
<b>Totals</b>	<b>58</b>	<b>\$24,175.00</b>	<b>(\$3,626.25)</b>	<b>\$20,548.75</b>

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

(\* 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.

## 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**

<b>Station and Location:</b>  WNEM-TV	<b>Date:</b> 10/03/14
---	-----------------------

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):** \$24,175.00

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

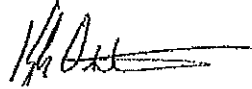
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**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**



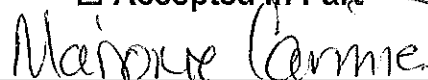
**Signature**

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

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

  
**Signature**  
**Printed Name**  
**Title**

# Buy Detail Report

Revision #: Date: 10/3/2014

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

Vendor: WNEM-TV  
107 N. Franklin Street  
Saginaw, MI 48607

Estimate: 1031  
Description: Peters for Senate 10/7-13/2014 TV  
Flight Start Date: 10/7/2014 05:00 AM  
Flight End Date: 10/13/2014 12:00 AM  
Survey: Nov13 DMA Nielsen Live+1  
Buyer: Caroline Bahng

Client: Peters for Senate 2014  
Media: TV  
Product: General  
Market: Flint

Separation between spots: 30

Phone: 989-755-8191  
Fax: 989-758-2112

Affiliation: CBS

Line No	Daypart Program	Daypart Code	STN Gross	Days	Dur	Tue 10/7	Wed 10/8	Thu 10/9	Fri 10/10	Sat 10/11	Sun 10/12	Mon 10/13	Total Spots
<b>WNEM-TV</b>													
50	MTuWThF 5:00a- 6:00a WNEM 5a News	EM	\$100.00	30	1	1		1					2
51	MTuWThF 6:00a- 7:00a WNEM 6a News	EM	\$425.00	30	1	1	1	1	1				5
52	Sold Out: Lowest Rate to Clear per WNEM MTuWThF 7:00a- 9:00a CBS This Morning	EM	\$200.00	30	1	1	1	1	1				5
53	Sold Out: Lowest Rate to Clear per WNEM MTuWThF 9:00a-10:00a Better Mid-Michigan	DT	\$50.00	30	1		1						1
54	MTuWTh 10:00a-11:00a Let's Make a Deal	DT	\$200.00	30						1			1
55	Sold Out: Lowest Rate to Clear per WNEM MTuWThF 11:00a-12:00p Price is Right	DT	\$325.00	30			1						1
56	Sold Out: Lowest Rate to Clear per WNEM MTuWThF 12:00p-12:30p WNEM Noon News	DT	\$325.00	30	1				1				2
57	Sold Out: Lowest Rate to Clear per WNEM MTuWThF 12:30p- 1:30p Young & Restless	DT	\$200.00	30		1							1
58	Sold Out: Lowest Rate to Clear per WNEM MTuWThF 1:30p- 2:00p Bold & Beautiful	DT	\$200.00	30						1			1
59	Sold Out: Lowest Rate to Clear per WNEM MTuWThF 2:00p- 3:00p The Talk	DT	\$100.00	30								1	1

# Buy Detail Report

Revision #: Date: 10/3/2014

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

Vendor: WNEM-TV  
107 N. Franklin Street  
Saginaw, MI 48607

Estimate: 1031  
Description: Peters for Senate 10/7-13/2014 TV  
Flight Start Date: 10/7/2014 05:00 AM  
Flight End Date: 10/13/2014 12:00 AM  
Survey: Nov13 DMA Nielsen Live+1

Client: Peters for Senate 2014  
Media: TV  
Product: General  
Market: Flint

Separation between spots: 30 Buyer: Caroline Bahng

Phone: 989-755-8191

Fax: 989-758-2112

Affiliation: CBS

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue 10/7	Wed 10/8	Thu 10/9	Fri 10/10	Sat 10/11	Sun 10/12	Mon 10/13	Total Spots
<b>WNEM-TV</b>												
60	MTuWThF 3:00p-4:00p The Doctors	EF	\$100.00	30	1	1	1	1	1		1	5
61	MTuWThF 4:00p-5:00p Dr. Phil	EF	\$100.00	30	1	1	1	1	1		1	5
62	MTuWThF 5:30p-6:00p WNEM 5:30p News	EN	\$500.00	30	1							1
63	Sold Out: Lowest Rate to Clear per WNEM MTuWThF 6:00p-6:30p WNEM 6p News	EN	\$900.00	30	1	1	1	1	1		1	5
64	Sold Out: Lowest Rate to Clear per WNEM MTuWThF 7:00p-7:30p Jeopardy	PA	\$850.00	30			1				1	2
65	Sold Out: Lowest Rate to Clear per WNEM MTuWThF 7:30p-8:00p Wheel of Fortune	PA	\$850.00	30	1	1	1	1				3
66	Sold Out: Lowest Rate to Clear per WNEM M 9:00p-10:00p Scorpion	PT	\$1,400.00	30							1	1
67	Sold Out: Lowest Rate to Clear per WNEM Tu 10:00p-11:00p Person Interest	PT	\$900.00	30	1							1
68	Sold Out: Lowest Rate to Clear per WNEM W 8:00p-9:00p Survivor	PT	\$950.00	30		1						1
69	F 8:00p-9:00p Amazing Race	PT	\$700.00	30					1			1
	Sold Out: Lowest Rate to Clear per WNEM											

# Buy Detail Report

Revision #: Date: 10/3/2014

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

Vendor: WNNM-TV  
107 N. Franklin Street  
Saginaw, MI 48607

Estimate: 1031  
Description: Peters for Senate 10/7-13/2014 TV  
Flight Start Date: 10/7/2014 05:00 AM  
Flight End Date: 10/13/2014 12:00 AM  
Survey: Nov13 DMA Nielsen Live+1

Client: Peters for Senate 2014  
Media: TV  
Product: General  
Market: Flint  
Separation between spots: 30

Buyer: Caroline Bahng  
Phone: 989-755-8191  
Fax: 989-758-2112  
Affiliation: CBS

Line No	Daypart Program	Daypart Code	STN Gross	Days	Tue 10/7	Wed 10/8	Thu 10/9	Fri 10/10	Sat 10/11	Sun 10/12	Mon 10/13	Total Spots
70	WNNM-TV Sa 10:00p-11:00p 48 Hours	PT	\$300.00	30					1			1
71	Sold Out: Lowest Rate to Clear per WNNM Su 8:00p-9:00p Madam Secretary	PT	\$800.00	30					1			1
72	Sold Out: Lowest Rate to Clear per WNNM Su 10:00p-11:00p CSI	PT	\$800.00	30					1			1
73	Sold Out: Lowest Rate to Clear per WNNM MTuWThF 11:00p-11:35p WNNM 11p News	LN	\$500.00	30	1	1	1	1			1	4
74	Sold Out: Lowest Rate to Clear per WNNM Sa 11:00p-11:35p	LN	\$150.00	30					1			1
75	Saturday 11p News Su 11:00p-11:35p	LN	\$175.00	30						1		1
76	Sunday 11p News MTuWThF 11:35p-12:35a Letterman	LF	\$175.00	30		1	1	1	1			4
Total Spots:				11	11	10	10	10	2	3	11	58
Total Cost:			\$24,175.00									

Signature: \_\_\_\_\_

Disclaimer: