

## CONTRACT



**WJW**  
**5800 S. Marginal Rd**  
**Cleveland, OH 44103**  
**(216) 431-8888**

<u>Contract / Revision</u> 285630 /		<u>Alt Order #</u>
<u>Product</u> NDFA - OH - 1		
<u>Contract Dates</u> 03/04/16 - 03/14/16		<u>Estimate #</u> 4427
<u>Advertiser</u> New Day for America		<u>Original Date / Revision</u> 03/03/16 / 03/03/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WJW-TV	<u>Account Executive</u> Denel Cherry	<u>Sales Office</u> Local House
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Strategic Media Placement**  
**7669 Staggers Loop**  
**Delaware, OH 43015**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	8	03/04/16	03/14/16	FOX 8 News In The Morning	M-F 6a-7a		:30				NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 02/29/16	03/06/16	----1--				1	\$1,200.00	0.00			
		Week: 03/07/16	03/13/16	1-1-1--				3	\$1,200.00	0.00			
		Week: 03/14/16	03/20/16	1-----				1	\$1,200.00	0.00			
N 2	8	03/04/16	03/14/16	FOX 8 News In The Morning	M-F 7a-8a		:30				NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 02/29/16	03/06/16	----1--				1	\$1,200.00	0.00			
		Week: 03/07/16	03/13/16	11111--				5	\$1,200.00	0.00			
		Week: 03/14/16	03/20/16	1-----				1	\$1,200.00	0.00			
N 3	8	03/04/16	03/14/16	FOX 8 News @ 8a	M-F 8a-9a		:30				NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 02/29/16	03/06/16	----1--				1	\$1,100.00	0.00			
		Week: 03/07/16	03/13/16	-1-1---				2	\$1,100.00	0.00			
		Week: 03/14/16	03/20/16	-----				0	\$1,100.00	0.00			
N 4	8	03/04/16	03/14/16	FOX 8 News @ 9a	M-F 9a-10a		:30				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 02/29/16	03/06/16	-----				0	\$800.00	0.00			
		Week: 03/07/16	03/13/16	1-1----				2	\$800.00	0.00			
		Week: 03/14/16	03/20/16	1-----				1	\$800.00	0.00			
N 5	8	03/04/16	03/14/16	M-F 11a-12p	11a-12p		:30				NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 02/29/16	03/06/16	----1--				1	\$525.00	0.00			
		Week: 03/07/16	03/13/16	-111---				3	\$525.00	0.00			
		Week: 03/14/16	03/20/16	-----				0	\$525.00	0.00			
N 6	8	03/04/16	03/14/16	M-F 3p-4p	3p-4p		:30				NM	14	\$10,640.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 02/29/16	03/06/16	----2--				2	\$760.00	0.00			
		Week: 03/07/16	03/13/16	2222--				10	\$760.00	0.00			
		Week: 03/14/16	03/20/16	2-----				2	\$760.00	0.00			
N 7	8	03/04/16	03/14/16	FOX 8 News @ 4p	M-F 4p-5p		:30				NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 02/29/16	03/06/16	-----				0	\$950.00	0.00			
		Week: 03/07/16	03/13/16	-1-1---				2	\$950.00	0.00			

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

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**WJW**  
**5800 S. Marginal Rd**  
**Cleveland, OH 44103**  
**(216) 431-8888**

<u>Contract / Revision</u>	<u>Alt Order #</u>
285630 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
03/04/16 - 03/14/16	NDFA - OH - 1	4427

<u>Advertiser</u>	<u>Original Date / Revision</u>
New Day for America	03/03/16 / 03/03/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/14/16	03/20/16	-----				0	\$950.00	0.00			
N 8	8	03/04/16	03/14/16	FOX 8 News @ 6p	6:00 PM-6:30 PM		:30				NM	6	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	-----				0	\$1,700.00	0.00			
Week:		03/07/16	03/13/16	11111--				5	\$1,700.00	0.00			
Week:		03/14/16	03/20/16	1-----				1	\$1,700.00	0.00			
N 9	8	03/04/16	03/14/16	FOX 8 News @ 6p	6:00 PM-6:30 PM		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	-----1				1	\$1,000.00	0.00			
Week:		03/07/16	03/13/16	-----1				1	\$1,000.00	0.00			
Week:		03/14/16	03/20/16	-----				0	\$1,000.00	0.00			
N 10	8	03/04/16	03/14/16	M-F 730p-8p	730p-8p		:30				NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	----1--				1	\$1,200.00	0.00			
Week:		03/07/16	03/13/16	11-1---				3	\$1,200.00	0.00			
Week:		03/14/16	03/20/16	1-----				1	\$1,200.00	0.00			
N 11	8	03/04/16	03/14/16	FOX 8 News @ 10p	M-Su 10p-11p		:30				NM	9	\$16,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	----1-1				2	\$1,800.00	0.00			
Week:		03/07/16	03/13/16	11111-1				6	\$1,800.00	0.00			
Week:		03/14/16	03/20/16	1-----				1	\$1,800.00	0.00			
N 12	8	03/04/16	03/14/16	M-F 1130p-12a	1130p-12a		:30				NM	7	\$2,590.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	----1--				1	\$370.00	0.00			
Week:		03/07/16	03/13/16	11111--				5	\$370.00	0.00			
Week:		03/14/16	03/20/16	1-----				1	\$370.00	0.00			
N 13	8	03/04/16	03/06/16	Nascar Race	Various		:30				NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	-----2				2	\$1,800.00	0.00			
N 14	8	03/13/16	03/13/16	Nascar Race	Various		:30				NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/07/16	03/13/16	-----2				2	\$1,800.00	0.00			
N 15	8	03/10/16	03/10/16	American Idol (FOX)	8p-10p		:30				NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/07/16	03/13/16	---T---				1	\$5,000.00	0.00			
Totals										0.00		72	\$83,930.00

Time Period	# of Spots	Gross Amount	Net Amount
02/29/16 - 03/14/16	72	\$83,930.00	\$71,340.50
<b>Totals</b>	72	\$83,930.00	\$71,340.50

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

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