

# CONTRACT



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

<u>Contract / Revision</u> 285630 /		<u>Alt Order #</u>
<u>Product</u> NDAF - 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
	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
	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
	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
	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
	Week:	02/29/16	03/06/16	----2--				2	\$760.00	0.00			
	Week:	03/07/16	03/13/16	22222--				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
	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)

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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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<u>Advertiser</u> New Day for America		<u>Original Date / Revision</u> 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
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
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
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
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
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
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
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
Week:		03/07/16	03/13/16	---T---				1	\$5,000.00	0.00			
<b>Totals</b>										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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