



**WHTV**  
**600 W Saint Joseph**  
**Lansing, MI 48933**  
**(517) 484-7747**

# CONTRACT

And:

**Targeted Platform Media**  
**1291Hollywood Ave**  
**Annapolis, MD 21403**

<u>Contract / Revision</u> 204795 /		<u>Alt Order #</u>
<u>Product</u> <b>Priorities USA Action</b>		
<u>Contract Dates</u> <b>11/03/16 - 11/07/16</b>	<u>Estimate #</u> <b>5391</b>	
<u>Advertiser</u> <b>Priorities USA Action</b>		<u>Original Date / Revision</u> 11/02/16 / 11/02/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WHTV</b>	<u>Account Executive</u> Sharon Painter	<u>Sales Office</u> EWS - Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<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	WHTV	11/03/16	11/07/16	M-F 3-4pm	3-4pm		:30				NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	M--TF--				5	\$30.00				
N 2	WHTV	11/05/16	11/05/16	SA 5-7pm	5-7pm		:30				NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	-----S-				2	\$30.00				
N 3	WHTV	11/03/16	11/07/16	M-F 630-7pm	630-7pm		:30				NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	M--TF--				3	\$60.00				
N 4	WHTV	11/03/16	11/07/16	M-F 7-730pm	7-730pm		:30				NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	M--TF--				3	\$60.00				
N 5	WHTV	11/03/16	11/07/16	M-F 730-8pm	730-8pm		:30				NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	M--TF--				3	\$75.00				
N 6	WHTV	11/07/16	11/07/16	MO 8-9pm	8-9pm		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	M-----				1	\$75.00				
N 7	WHTV	11/03/16	11/03/16	TH 8-9pm	8-9pm		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	---T---				2	\$75.00				
N 8	WHTV	11/04/16	11/04/16	FR 8-9pm	8-9pm		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	----F--				1	\$75.00				
N 9	WHTV	11/05/16	11/05/16	SA 8-9pm	8-9pm		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	-----S-				2	\$75.00				
N 10	WHTV	11/05/16	11/05/16	SA 9-10pm	9-10pm		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	-----S-				2	\$75.00				
N 11	WHTV	11/06/16	11/06/16	SU 7-8pm	7-8pm		:30				NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	-----S				2	\$30.00				
N 12	WHTV	11/06/16	11/06/16	SU 10-11pm	10-11pm		:30				NM	2	\$150.00

(\* 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.



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**Lansing, MI 48933**  
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204795 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/03/16 - 11/07/16	Priorities USA Action	5391

<u>Advertiser</u>	<u>Original Date / Revision</u>
Priorities USA Action	11/02/16 / 11/02/16

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	-----S				2	\$75.00				
N 13	WHTV	11/03/16	11/07/16	M-F 10-1030pm	10-1030pm		:30				NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	M--TF--				3	\$40.00				
N 14	WHTV	11/03/16	11/07/16	M-F 1030-11pm	1030-11pm		:30				NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	M--TF--				3	\$40.00				
N 15	WHTV	11/03/16	11/07/16	M-F 11-1130pm	11-1130pm		:30				NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/01/16	11/07/16	M--TF--				3	\$25.00				
<b>Totals</b>								0.00				37	\$1,920.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/16 - 11/07/16	37	\$1,920.00	(\$288.00)	\$1,632.00
<b>Totals</b>	37	\$1,920.00	(\$288.00)	\$1,632.00

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

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