

# CONTRACT


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

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

|   |   |  |
|---|---|--|
| <u>Contract / Revision</u><br>604079 /                      |   | <u>Alt Order #</u><br>07342136                         |
| <u>Product</u><br><b>DEMOCRATIC GOV ASSOC</b>               |   |  |
| <u>Contract Dates</u><br>09/03/14 - 09/08/14                |   | <u>Estimate #</u><br>3490                              |
| <u>Advertiser</u><br><b>Democratic Governor Association</b> |   | <u>Original Date / Revision</u><br>09/03/14 / 09/03/14 |
| <u>Billing Cycle</u><br>EOM/EOC                             | <u>Billing Calendar</u><br>Broadcast      | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>WNEM                                      | <u>Account Executive</u><br>Jared Kelhart | <u>Sales Office</u><br>TELEREP-PHIL                    |
| <u>Special Handling</u>                                     |   |  |
| <u>Demographic</u><br>Adults 35+                            |   |  |
| <u>IDB#</u>   | <u>Advertiser Code</u><br>36              | <u>Product Code</u><br>39                              |
| <u>Agency Ref</u>   |   | <u>Advertiser Ref</u>                                  |

And:

**Great American Media (GMMB)**  
**Attention: Laura Bassett**  
**3050 K Street N, Suite 100**  
**Washington, DC 20007**

| *Line | Ch   | Start Date        | End Date        | Description                     | Start/End Time | Days | Length | Spots/Week        | Rate        | PCode | Rtn | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|---------------------------------|----------------|------|--------|-------------------|-------------|-------|-----|------|-------|------------|
| 1     | WNEM | 09/03/14          | 09/08/14        | 10a-11a                         | 10-11a         |      | :30    |                   |             | FNP   |     | NM   | 2     | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M--TF--                         |                |      |        | 2                 | \$250.00    |       |     |      |       |            |
| 2     | WNEM | 09/03/14          | 09/08/14        | TV5 News at 11pm (M11-1135p     |                |      | :30    |                   |             | FNP   |     | NM   | 1     | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M--TF--                         |                |      |        | 1                 | \$800.00    |       |     |      |       |            |
| 3     | WNEM | 09/03/14          | 09/08/14        | Late Show w/David Le1135p-1235a |                |      | :30    |                   |             | FNP   |     | NM   | 3     | \$525.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M--TF--                         |                |      |        | 3                 | \$175.00    |       |     |      |       |            |
| 4     | WNEM | 09/03/14          | 09/08/14        | Price Is Right w/Drew 11a-12n   |                |      | :30    |                   |             | FNP   |     | NM   | 1     | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M--TF--                         |                |      |        | 1                 | \$500.00    |       |     |      |       |            |
| 5     | WNEM | 09/03/14          | 09/08/14        | CBS Daytime                     | 1230-2p        |      | :30    |                   |             | FNP   |     | NM   | 2     | \$600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M--TF--                         |                |      |        | 2                 | \$300.00    |       |     |      |       |            |
| 6     | WNEM | 09/03/14          | 09/08/14        | Ferguson                        | 1236a-0135a    |      | :30    |                   |             | FNP   |     | NM   | 2     | \$120.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M--TF--                         |                |      |        | 2                 | \$60.00     |       |     |      |       |            |
| 7     | WNEM | 09/03/14          | 09/08/14        | TV5 Noon News                   | 12n-1230p      |      | :30    |                   |             | FNP   |     | NM   | 2     | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M--TF--                         |                |      |        | 2                 | \$500.00    |       |     |      |       |            |
| 8     | WNEM | 09/03/14          | 09/08/14        | The Talk                        | 2-3p           |      | :30    |                   |             | FNP   |     | NM   | 2     | \$600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M--TF--                         |                |      |        | 2                 | \$300.00    |       |     |      |       |            |
| 9     | WNEM | 09/03/14          | 09/08/14        | THE DOCTORS                     | M-F 3-4pm      |      | :30    |                   |             | FNP   |     | NM   | 2     | \$400.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M-WTF--                         |                |      |        | 2                 | \$200.00    |       |     |      |       |            |
| 10    | WNEM | 09/03/14          | 09/08/14        | Dr. Phil                        | 4-5pm          |      | :30    |                   |             | FNP   |     | NM   | 2     | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M--TF--                         |                |      |        | 2                 | \$250.00    |       |     |      |       |            |
| 11    | WNEM | 09/03/14          | 09/08/14        | TV-5 News at 5pm                | 5-530pm        |      | :30    |                   |             | FNP   |     | NM   | 1     | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                 |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |

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| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 604079 /                   | 07342136           |

|                       |                   |                   |
|-----------------------|-------------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u>    | <u>Estimate #</u> |
| 09/03/14 - 09/08/14   | DEMOCRATIC GOV AS | 3490              |

|                        |                                 |
|------------------------|---------------------------------|
| <u>Advertiser</u>      | <u>Original Date / Revision</u> |
| Democratic Governor As | 09/03/14 / 09/03/14             |

| *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: |      | 09/03/14          | 09/09/14        | M-WTF--                      |                |      |        | 1                 | \$700.00    |       |     |      |       |            |
| 12    | WNEM | 09/03/14          | 09/08/14        | TV-5 News at 530pm           | 530-6pm        |      | :30    |                   |             | FNP   |     | NM   | 1     | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M-WTF--                      |                |      |        | 1                 | \$750.00    |       |     |      |       |            |
| 13    | WNEM | 09/03/14          | 09/08/14        | TV-5 News at 6pm             | 6-630pm        |      | :30    |                   |             | FNP   |     | NM   | 1     | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M-WTF--                      |                |      |        | 1                 | \$1,500.00  |       |     |      |       |            |
| 14    | WNEM | 09/03/14          | 09/08/14        | Wakeup 6-7a                  | 6-7a           |      | :30    |                   |             | FNP   |     | NM   | 1     | \$600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M-WTF--                      |                |      |        | 1                 | \$600.00    |       |     |      |       |            |
| 15    | WNEM | 09/03/14          | 09/08/14        | CBS Evening News (N630-7pm   |                |      | :30    |                   |             | FNP   |     | NM   | 1     | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M-WTF--                      |                |      |        | 1                 | \$1,500.00  |       |     |      |       |            |
| 16    | WNEM | 09/03/14          | 09/08/14        | Jeopardy                     | 7-730pm        |      | :30    |                   |             | PMT   |     | NM   | 1     | \$850.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M--TF--                      |                |      |        | 1                 | \$850.00    |       |     |      |       |            |
| 17    | WNEM | 09/03/14          | 09/08/14        | CBS This Morning             | 7-9am          |      | :30    |                   |             | FNP   |     | NM   | 2     | \$800.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M-WTF--                      |                |      |        | 2                 | \$400.00    |       |     |      |       |            |
| 18    | WNEM | 09/03/14          | 09/08/14        | Wheel of Fortune             | 730-8pm        |      | :30    |                   |             | PMT   |     | NM   | 1     | \$850.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M-WTF--                      |                |      |        | 1                 | \$850.00    |       |     |      |       |            |
| 19    | WNEM | 09/03/14          | 09/08/14        | Better Mid Michigan          | 9-10am         |      | :30    |                   |             | FNP   |     | NM   | 2     | \$300.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/03/14          | 09/09/14        | M-WTF--                      |                |      |        | 2                 | \$150.00    |       |     |      |       |            |
| 20    | WNEM | 09/06/14          | 09/06/14        | TV-5 News at 11pm (S11-1135p |                |      | :30    |                   |             | FNP   |     | NM   | 1     | \$600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/01/14          | 09/07/14        | -----1-                      |                |      |        | 1                 | \$600.00    |       |     |      |       |            |
| 21    | WNEM | 09/06/14          | 09/06/14        | Saturday 9-10pm              | 9-10p          |      | :30    |                   |             | FNP   |     | NM   | 1     | \$650.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/01/14          | 09/07/14        | -----1-                      |                |      |        | 1                 | \$650.00    |       |     |      |       |            |
| 22    | WNEM | 09/06/14          | 09/06/14        | CBS Sat AM 9a-11am           | 9a-11a         |      | :30    |                   |             | FNP   |     | NM   | 1     | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/01/14          | 09/07/14        | -----1-                      |                |      |        | 1                 | \$450.00    |       |     |      |       |            |
| 23    | WNEM | 09/07/14          | 09/07/14        | NFL Football                 | 1p-4pm         |      | :30    |                   |             | FNP   |     | NM   | 1     | \$850.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/01/14          | 09/07/14        | -----1                       |                |      |        | 1                 | \$850.00    |       |     |      |       |            |
| 24    | WNEM | 09/07/14          | 09/07/14        | TV-5 News at 11pm (S11-1135p |                |      | :30    |                   |             | FNP   |     | NM   | 1     | \$600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/01/14          | 09/07/14        | -----1                       |                |      |        | 1                 | \$600.00    |       |     |      |       |            |
| 25    | WNEM | 09/07/14          | 09/07/14        | Sunday 8-9pm                 | 8-9pm          |      | :30    |                   |             | FNP   |     | NM   | 1     | \$2,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/01/14          | 09/07/14        | -----1                       |                |      |        | 1                 | \$2,200.00  |       |     |      |       |            |
| 26    | WNEM | 09/07/14          | 09/07/14        | CBS Sun AM 9a-1030a          | 9-1030am       |      | :30    |                   |             | FNP   |     | NM   | 1     | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/01/14          | 09/07/14        | -----1                       |                |      |        | 1                 | \$700.00    |       |     |      |       |            |
| 27    | WNEM | 09/04/14          | 09/04/14        | Thursday 8-9pm               | 8-9pm          |      | :30    |                   |             | FNP   |     | NM   | 1     | \$2,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>              |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |       |     |      |       |            |
| Week: |      | 09/01/14          | 09/07/14        | ---1---                      |                |      |        | 1                 | \$2,200.00  |       |     |      |       |            |

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**(989)755-8191**

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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 604079 /            | 07342136    |

| Contract Dates      | Product           | Estimate # |
|---------------------|-------------------|------------|
| 09/03/14 - 09/08/14 | DEMOCRATIC GOV AS | 3490       |

| Advertiser             | Original Date / Revision |
|------------------------|--------------------------|
| Democratic Governor As | 09/03/14 / 09/03/14      |

| *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>           |       |     |             |       |             |
| 28            | WNEM                | 09/05/14          | 09/05/14          | Friday 9-10pm      | 9-10p                 |                 | :30           |                   |                       | FNP   |     | NM          | 1     | \$1,000.00  |
|               |                     | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>           |       |     |             |       |             |
| Week:         |                     | 09/01/14          | 09/07/14          | ----1--            |                       |                 |               | 1                 | \$1,000.00            |       |     |             |       |             |
| N 29          | WNEM                | 09/03/14          | 09/03/14          | Wednesday 8-9pm    | 8-9pm                 |                 | :30           |                   |                       | FNP   |     | NM          | 1     | \$2,200.00  |
|               |                     | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>           |       |     |             |       |             |
| Week:         |                     | 09/01/14          | 09/07/14          | --1----            |                       |                 |               | 1                 | \$2,200.00            |       |     |             |       |             |
|               | <u>Spot</u>         | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>           |       |     | <u>Type</u> |       |             |
|               | 1                   | WNEM              | 09/01/14-09/07/14 | Wednesday 8-9pm    | 8-9pm                 | ---W-----       | :30           |                   | <del>\$2,200.00</del> |       |     | NM          |       |             |
|               |                     | See MG 29.2       |                   |                    |                       |                 |               |                   |                       |       |     |             |       |             |
|               | 2                   | WNEM              | 09/04/14-09/04/14 | Thursday 9-10pm    | 9-10pm                | ----Th-----     | :30           |                   | \$2,200.00            |       |     | NM          |       |             |
|               | Ⓜ MG for 29.1 09/03 |                   |                   |                    |                       |                 |               |                   |                       |       |     |             |       |             |
| <b>Totals</b> |                     |                   |                   |                    |                       |                 |               |                   |                       |       |     |             | 40    | \$24,845.00 |

| Time Period         | # of Spots | Gross Amount | Agency Comm. | Net Amount  |
|---------------------|------------|--------------|--------------|-------------|
| 09/01/14 - 09/08/14 | 40         | \$24,845.00  | (\$3,726.75) | \$21,118.25 |
| <b>Totals</b>       | 40         | \$24,845.00  | (\$3,726.75) | \$21,118.25 |

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

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