

CONTRACT



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

WNEM.COM

www.wnem.com

And:

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

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

(* 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.



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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 Ass	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-1030	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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<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
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		\$2,200.00			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													
Totals													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
Totals	40	\$24,845.00	(\$3,726.75)	\$21,118.25

Signature: _____ Date: _____

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REP HEADLINE# 7342136 TRF# 604079 REP: TEL# 610-293-4111 FAX# 610-225-1191
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP3/14 09.26
 CHANGES *** WNEP-TV ***

ADV # 1606 ADV. NAME ISS/DEM GOV ASSOCIATION REP.# OFF.# 1584 SALESMAN #
 AGY # 1606 AGY. NAME GREAT AMERICAN MEDIA BUYER NAME LAURA BASSETT
 3050 K STREET NW - SUITE 100 SALES PRSN PH- JARED KELHART
 WASHINGTON, DC 20007

ORDER # 7342136 CONTRACT # 7342136 CLASS: NATL. LOCAL REGIONAL
 PRDCT DEMOCRATIC GOV ASSOC EST#3490 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES SEP3/14 SEP8/14 WK-1
 CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP3/14 09.26

REP: TO KELLY
 FR JARED
 OK'D M1, SEE LN 30
 TOTAL SAME
 PLS CNF THANKS

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 CON CM

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
29	S		800P-900P	30		\$2,200.00	9/3	9/3	0		WED	0
PROGRAM : BIG BROTHER CON COM1: BIG BROTHER												
30	A		900P-1000P	30		\$2,200.00	9/4	9/4	1		THU	1
PROGRAM : BIG BROTHER ORD COM1: SPOT PREEMPTED DUE TO NO CREATIVE, PLEASE ADVISE ON MAKE GOOD OFFER. ORD COM2: THANKS! THIS IS A MAKE-GOOD FOR SEP3 ON LINE-29 FOR 1 SPOT/WK												

AGENCY ADVERTISER CODE = 36 AGENCY EST# = 3490
 AGENCY PRODUCT CODE = 39

REP HEADLINE# 7342136 TRF# 604079 REP: TEL# 610-293-4111 FAX# 610-225-1191
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! SEP3/14 09.26
 ORDER WORKSHEET HARRIS REPORT FROM REP *** WNEP-TV ***
 CHANGES

:LINE#:REP :CD: TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS: WEEK : DAYS :TOTL:
 : :LINE#: : : : : : : DATE : DATE : /WK: INVT : :SPTS:

STATION MAKEGOOD OFFERS:
 M1 OK'D BUY#29 MISSED:WED/800P-900P SEP3 30S \$2,200.00 (SEP3/14)
 OFFER:THU/900P-1000P SEP4 30S \$2,200.00 PLS ADVISE.
 CMT:SPOT PREEMPTED DUE TO NO CREATIVE, PLEASE ADVISE ON MAKE GOOD OFFER.
 CMT:THANKS!

SEP/14 24845.00 CONTRACT TOTAL 24845.00
 TOTAL SPOTS 40

MARKET TOTALS \$73,685 WNI
 SHARE DOWN SLIGHTLY DUE TO
 MICHIGAN GAME PURCHASED ON
 SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE
 P-CLASS, PLAN, SECT Q-PAID P

NAME
 MULTIPLE