

CONTRACT**WNEM.COM**

www.wnem.com

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

<u>Contract / Revision</u> 590444 / 3		<u>Alt Order #</u> 07198812
<u>Product</u> DEM GOV ASSOCIATION		
<u>Contract Dates</u> 10/28/14 - 11/03/14		<u>Estimate #</u> 2840
<u>Advertiser</u> Democratic Governor Association		<u>Original Date / Revision</u> 08/19/14 / 08/19/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WNEM	<u>Account Executive</u> Teresa Difuria	<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>

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	10/28/14	11/03/14	10a-11a	10-11a		:30			PMT		NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				3	\$140.00					
2	WNEM	10/28/14	11/03/14	TV5 News at 11pm (M11-1135p			:30			PMT		NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				4	\$500.00					
3	WNEM	10/28/14	11/03/14	Late Show w/David Le	1135p-1235a		:30			PMT		NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				2	\$150.00					
4	WNEM	10/28/14	11/03/14	Price Is Right w/Drew	11a-12n		:30			PMT		NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				3	\$275.00					
5	WNEM	10/28/14	11/03/14	CBS Daytime	1230-2p		:30			PMT		NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				4	\$175.00					
6	WNEM	10/28/14	11/03/14	TV5 Noon News	12n-1230p		:30			PMT		NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				4	\$375.00					
7	WNEM	10/28/14	11/03/14	The Talk	2-3p		:30			PMT		NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				3	\$175.00					
8	WNEM	10/28/14	11/03/14	THE DOCTORS	M-F 3-4pm		:30			PMT		NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				3	\$175.00					
9	WNEM	10/28/14	11/03/14	Dr. Phil	4-5pm		:30			PMT		NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				3	\$175.00					
10	WNEM	10/28/14	11/03/14	TV-5 News at 5pm	5-530pm		:30			PMT		NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				5	\$400.00					
11	WNEM	10/28/14	11/03/14	Wakeup 5-6a	5-6am		:30			PMT		NM	3	\$480.00
		<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)

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Contract / Revision	Alt Order #
590444 / 3	07198812

Contract Dates	Product	Estimate #
10/28/14 - 11/03/14	DEM GOV ASSOCIATIO	2840

Advertiser	Original Date / Revision
Democratic Governor Ass	08/19/14 / 08/19/14

*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:		10/28/14	11/03/14	MTWTF--				3	\$160.00					
12	WNEM	10/28/14	11/03/14	TV-5 News at 530pm	530-6pm		:30			PMT		NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				5	\$400.00					
13	WNEM	10/28/14	11/03/14	TV-5 News at 6pm	6-630pm		:30			PMT		NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				3	\$1,200.00					
14	WNEM	10/28/14	11/03/14	Wakeup 6-7a	6-7a		:30			PMT		NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				3	\$350.00					
15	WNEM	10/28/14	11/03/14	Jeopardy	7-730pm		:30			PMT		NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				4	\$1,100.00					
16	WNEM	10/28/14	11/03/14	CBS This Morning	7-9am		:30			PMT		NM	7	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				7	\$150.00					
17	WNEM	10/28/14	11/03/14	Wheel of Fortune	730-8pm		:30			PMT		NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				4	\$1,100.00					
18	WNEM	10/28/14	11/03/14	Better Mid Michigan	9-10am		:30			PMT		NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/28/14	11/03/14	MTWTF--				3	\$75.00					
19	WNEM	10/31/14	10/31/14	Friday 10-11pm	10-11pm		:30			PMT		NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	----1--				1	\$1,200.00					
20	WNEM	11/03/14	11/03/14	Monday 10-11pm	10-11pm		:30			PMT		NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/03/14	11/09/14	1-----				1	\$975.00					
22	WNEM	11/01/14	11/01/14	TV-5 News at 11pm (S11-1135p			:30			PMT		NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----1-				1	\$225.00					
23	WNEM	11/01/14	11/01/14	Outdoorsman Buck Mc	1135p-12x		:30			PMT		NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----1-				1	\$80.00					
26	WNEM	11/01/14	11/01/14	CBS Sat AM 9a-11am	9a-11a		:30			PMT		NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----1-				1	\$130.00					
27	WNEM	11/02/14	11/02/14	NFL Football	1p-4pm		:30			IMP		NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----1				1	\$525.00					
28	WNEM	11/02/14	11/02/14	Face The Nation	1028a-11a		:30			PMT		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----1				1	\$250.00					
N 29	WNEM	11/02/14	11/02/14	TV-5 News at 11pm (S11-1135p			:30			PMT		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----1				1	\$250.00					
	<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	10/27/14-11/02/14	TV-5 News at 11pm (Sun)	11-1135p	-----Su	:30		\$250.00			NM		
	See MG 29.2													
	2	WNEM	10/27/14-11/02/14	Delayed News M-SU	1130-1205a	MTuWThFSaSu	:30		\$250.00			NM		
	Ⓜ MG for 29.1 11/02													

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Contract Dates	Product	Estimate #
10/28/14 - 11/03/14	DEM GOV ASSOCIATIO	2840

Advertiser	Original Date / Revision
Democratic Governor As:	08/19/14 / 08/19/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
33	WNEM	11/02/14	11/02/14	Wakeup (Su) 7-9am	7-9am		:30			PMT		NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----1				1	\$130.00					
34	WNEM	11/02/14	11/02/14	CBS Sun AM 9a-1030	9-1030am		:30			PMT		NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----1				1	\$400.00					
35	WNEM	10/28/14	10/28/14	Tuesday 8-9pm	8-9pm		:30			PMT		NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-1-----				1	\$2,000.00					
36	WNEM	10/28/14	10/28/14	Tuesday 9-10pm	9-10pm		:30			PMT		NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-1-----				1	\$1,200.00					
37	WNEM	10/29/14	10/29/14	Wednesday 10-11pm	10-11pm		:30			PMT		NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	--1----				1	\$1,100.00					
38	WNEM	10/29/14	10/29/14	Wednesday 9-10pm	9-10pm		:30			PMT		NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	--1----				1	\$1,300.00					
39	WNEM	11/01/14	11/01/14	NCAA Football	330-7p		:30			IMP		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----S-				1	\$200.00					
40	WNEM	11/01/14	11/01/14	Wheel of Fortune	730-8pm		:30			PMT		NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----S-				1	\$105.00					
41	WNEM	11/02/14	11/02/14	NFL Football	425-730p		:30			IMP		NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----S				1	\$525.00					
42	WNEM	11/01/14	11/01/14	TV-5 News Saturday	7-730p		:30			PMT		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----S-				1	\$250.00					
43	WNEM	11/02/14	11/02/14	Delayed 60 Minutes	730-830p		:30			PMT		NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-----S				1	\$600.00					
44	WNEM	10/28/14	11/03/14	CBS Evening News (M	630-7pm		:30			PMT		NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/27/14	11/02/14	-TWTF--				2	\$1,000.00					
Week:		11/03/14	11/09/14	M-----				1	\$1,000.00					
Totals													88	\$40,970.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/27/14 - 11/03/14	88	\$40,970.00	(\$6,145.50)	\$34,824.50
Totals	88	\$40,970.00	(\$6,145.50)	\$34,824.50

Signature: _____ Date: _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: Wnem TV5 Saginaw, MI	Date: 8-19-14
--	--

I, Laura Bassett

do hereby request station time concerning the following issue:

Democratic Governors Association (DGA)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					
see attached					

This broadcast time will be used by: DGA

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

DGA	1401 K Street Suite 201	Washington, DC 20005
-----	----------------------------	-------------------------

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

Elisabeth Pearson (ED)

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

1/27/2014 *Janna R. Smith* (202) 813-4787
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
MA Clemens Margaret A. Clemens DSM
Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

REP HEADLINE# 7198812 TRF# 590444
\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4111
CREDIT ADVISORY: AGEN
ORDER WORKSHEET

:LINE#	:REP	:CD:	TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS/WK	:WEEK INVT	:DAYS	:TOTL SPTS:
12			530P-600P PROGRAM : WNEM-5NWS-530P< CON COM1: WNEM-5NWS-530P<	30		\$400.00	10/28	11/3	5		TU-F,M	5
13			600P-630P PROGRAM : WNEM-5 NEWS-6< CON COM1: WNEM-5 NEWS-6<	30		\$1,200.00	10/28	11/3	3		TU-F,M	3
14			600A-700A PROGRAM : WNEM-WAKEUP-6< CON COM1: WNEM-WAKEUP-6<	30		\$350.00	10/28	11/3	3		TU-F,M	3
15			700P-730P PROGRAM : JEOPARDY< CON COM1: JEOPARDY<	30		\$1,100.00	10/28	11/3	4		TU-F,M	4
16			700A-900A PROGRAM : CBS THS MRNG-2< CON COM1: CBS THS MRNG-2<	30		\$150.00	10/28	11/3	7		TU-F,M	7
17			730P-800P PROGRAM : WHEEL-FORTNE< CON COM1: WHEEL-FORTNE<	30		\$1,100.00	10/28	11/3	4		TU-F,M	4
18			900A-1000A PROGRAM : BETTR MID-MICH< CON COM1: BETTR MID-MICH<	30		\$75.00	10/28	11/3	3		TU-F,M	3
19			1000P-1100P PROGRAM : BLUE BLOOD-CBS CON COM1: BLUE BLOOD-CBS	30		\$1,200.00	10/31	10/31	1		FRI	1
20			1000P-1100P PROGRAM : INTELLIGENCE CON COM1: INTELLIGENCE	30		\$975.00	11/3	11/3	1		MON	1

PROGRAM : FACE NATN-CBS
CON COM1 : FACE NATN-CBS

REP HEADLINE# 7198812 TRF# 590444 REP: TEL# 610-293-4111 FAX# 610-225-1191
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!! AUG19/14 11.44
 ORDER WORKSHEET HARRIS REPORT FROM STATION *** WNNM-TV ***
 RECAP

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
37			1000P-1100P	30		\$1,100.00	10/29	10/29	1		WED	1
PROGRAM : CRIMINAL MINDS CON COM1: CSI												
38			900P-1000P	30		\$1,300.00	10/29	10/29	1		WED	1
PROGRAM : CRIMINAL MINDS CON COM1: CRIMINAL MINDS STATION MAKEGOOD OFFERS: M3 OK'D BUY#29 MISSED: SUN/1100P-1135P NOV2 30S \$250.00 (AUG14/14) OFFER: SUN/1130P-1205A NOV2 30S \$250.00 PLS ADVISE. CMT: PROGRAM AIRS LATE DUE TO NFL, PLEASE ADVISE ON TIME CHANGE. THANKS												
NOV/14						40970.00						
						CONTRACT TOTAL						40970.00
						TOTAL SPOTS						88

MARKET TOTALS \$107,815 W
 SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYP
 P-CLASS, PLAN, SECT Q-PAID

AM NAME
 -MULTIPLE