

# CONTRACT



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

[www.wnem.com](http://www.wnem.com)

And:

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

<u>Contract / Revision</u> 590441 / 10		<u>Alt Order #</u> 07198811
<u>Product</u> <b>DEM GOV ASSOCIATION</b>		
<u>Contract Dates</u> <b>10/21/14 - 10/27/14</b>	<u>Estimate #</u> <b>2839</b>	
<u>Advertiser</u> <b>Democratic Governor Association</b>		<u>Original Date / Revision</u> 06/09/14 / 10/28/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WNEM</b>	<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>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
1	WNEM	10/21/14	10/27/14	10a-11a	10-11a		:30			IMP		NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				3	\$140.00					
E 2	WNEM	10/21/14	10/27/14	TV5 News at 11pm (M11-1135p			:30			PMT		NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				4	\$500.00					
	<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>		
	4	WNEM	10/21/14-10/27/14	TV5 News at 11pm (M-F)	11-1135p	MTuWThF----	:30		<del>\$500.00</del>			NM		
				Credited										
3	WNEM	10/21/14	10/27/14	Late Show w/David Le1135p-1235a			:30			IMP		NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				2	\$150.00					
	<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	10/21/14-10/27/14	Late Show w/David Letterman	1135p-1235a	MTuWThF----	:30		<del>\$150.00</del>			NM		
				Credited										
E 4	WNEM	10/21/14	10/27/14	Price Is Right w/Drew (11a-12n			:30			IMP		NM	3	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				3	\$275.00					
	<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	10/21/14-10/27/14	Price Is Right w/Drew Carey	11a-12n	MTuWThF----	:30		<del>\$275.00</del>			NM		
				See MG 4.5,4.6										
	2	WNEM	10/21/14-10/27/14	Price Is Right w/Drew Carey	11a-12n	MTuWThF----	:30		<del>\$275.00</del>			NM		
				See MG 4.4										
	3	WNEM	10/21/14-10/27/14	Price Is Right w/Drew Carey	11a-12n	MTuWThF----	:30		<del>\$275.00</del>			NM		
				See MG 4.4										
	4	WNEM	10/21/14-10/27/14	Monday 9-10pm	9-10pm	M-----	:30		\$1,800.00			NM		
	Ⓜ			MG for 5.1,31.1,5.4,4.2,4.3										
	5	WNEM	10/24/14-10/24/14	TV-5 News at 530pm	530-6pm	-----F----	:30		\$800.00			NM		
	Ⓜ			MG for 28.2,5.3,26.1,4.1										
	6	WNEM	10/24/14-10/24/14	CBS This Morning	7-9am	-----F----	:30		\$500.00			NM		
	Ⓜ			MG for 28.2,5.3,26.1,4.1										
E 5	WNEM	10/21/14	10/27/14	CBS Daytime	1230-2p		:30			IMP		NM	1	\$175.00
		<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> 590441 / 10		<u>Alt Order #</u> 07198811
<u>Contract Dates</u> 10/21/14 - 10/27/14	<u>Product</u> DEM GOV ASSOCIATIO	<u>Estimate #</u> 2839
<u>Advertiser</u> Democratic Governor As		<u>Original Date / Revision</u> 06/09/14 / 10/28/14

*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:		10/21/14	10/27/14	MTWTF--				4	\$175.00					
	<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	10/21/14-10/27/14	CBS Daytime	1230-2p	MTuWThF----	:30		<del>\$175.00</del>			NM		
	See MG 4.4													
	2	WNEM	10/21/14-10/27/14	CBS Daytime	1230-2p	MTuWThF----	:30		<del>\$175.00</del>			NM		
	See MG 5.5													
	3	WNEM	10/21/14-10/27/14	CBS Daytime	1230-2p	MTuWThF----	:30		<del>\$175.00</del>			NM		
	See MG 4.5,4.6													
	4	WNEM	10/21/14-10/27/14	CBS Daytime	1230-2p	MTuWThF----	:30		<del>\$175.00</del>			NM		
	See MG 4.4													
	5	WNEM	10/26/14-10/26/14	Sunday 1206x-105x	Delayed FTN	-----Su	:30		\$175.00			NM		
	(M) MG for 5.2 10/27													
6	WNEM	10/21/14	10/27/14	TV5 Noon News	12n-1230p		:30			IMP		NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				4	\$375.00					
7	WNEM	10/21/14	10/27/14	The Talk	2-3p		:30			IMP		NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				3	\$175.00					
8	WNEM	10/21/14	10/27/14	THE DOCTORS	M-F 3-4pm		:30			IMP		NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				4	\$175.00					
9	WNEM	10/21/14	10/27/14	Dr. Phil	4-5pm		:30			IMP		NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				3	\$175.00					
10	WNEM	10/21/14	10/27/14	TV-5 News at 5pm	5-530pm		:30			IMP		NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				5	\$400.00					
11	WNEM	10/21/14	10/27/14	Wakeup 5-6a	5-6am		:30			IMP		NM	3	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				3	\$160.00					
12	WNEM	10/21/14	10/27/14	TV-5 News at 530pm	530-6pm		:30			IMP		NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				5	\$400.00					
13	WNEM	10/21/14	10/27/14	TV-5 News at 6pm	6-630pm		:30			PMT		NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				4	\$1,200.00					
14	WNEM	10/21/14	10/27/14	Wakeup 6-7a	6-7a		:30			IMP		NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				3	\$350.00					
15	WNEM	10/21/14	10/27/14	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:		10/21/14	10/27/14	MTWTF--				4	\$1,100.00					
16	WNEM	10/21/14	10/27/14	CBS This Morning	7-9am		:30			IMP		NM	7	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/21/14	10/27/14	MTWTF--				7	\$150.00					
17	WNEM	10/21/14	10/27/14	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:		10/21/14	10/27/14	MTWTF--				4	\$1,100.00					
18	WNEM	10/21/14	10/27/14	Better Mid Michigan	9-10am		:30			IMP		NM	3	\$225.00

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<u>Advertiser</u> Democratic Governor As		<u>Original Date / Revision</u> 06/09/14 / 10/28/14

*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:		10/21/14	10/27/14	MTWTF--				3	\$75.00					
E 19	WNEM	10/24/14	10/24/14	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:		10/20/14	10/26/14	----1--				1	\$1,200.00					
	<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	10/20/14-10/26/14	Friday 10-11pm	10-11pm	-----F----	:30		<del>\$1,200.00</del>			NM		
	See MG 19.2													
	2	WNEM	10/22/14-10/22/14	Wednesday 10-11pm	10-11pm	---W-----	:30		\$1,200.00			NM		
	Ⓜ MG for 19.1 10/24													
21	WNEM	10/25/14	10/25/14	TV-5 News at 11pm (S11-1135p			:30			IMP		NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-----1-				1	\$225.00					
22	WNEM	10/25/14	10/25/14	Outdoorsman Buck Mc1135p-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:		10/20/14	10/26/14	-----1-				1	\$80.00					
25	WNEM	10/25/14	10/25/14	Wakeup (Sa) 8-9am	8-9am		:30			PMT		NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-----1-				1	\$160.00					
E 26	WNEM	10/26/14	10/26/14	Face The Nation	1028a-11a		:30			IMP		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-----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	10/20/14-10/26/14	Face The Nation	1028a-11a	-----Su	:30		<del>\$250.00</del>			NM		
	See MG 4.5,4.6													
E 28	WNEM	10/26/14	10/26/14	Sunday 7-8pm	7-8pm		:30			IMP		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-----1				1	\$600.00					
	<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	10/20/14-10/26/14	Sunday 7-8pm	7-8pm	-----Su	:30		<del>\$600.00</del>			NM		
	See MG 28.2													
	2	WNEM	10/20/14-10/26/14	Delayed 60 Minutes	730-830p	-----Su	:30		<del>\$600.00</del>			NM		
	Ⓜ See MG 4.5,4.6													
E 29	WNEM	10/26/14	10/26/14	Sunday 8-9pm	8-9pm		: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:		10/20/14	10/26/14	-----1				1	\$1,200.00					
	<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	10/20/14-10/26/14	Sunday 8-9pm	8-9pm	-----Su	:30		<del>\$1,200.00</del>			NM		
	See MG 29.2													
	2	WNEM	10/20/14-10/26/14	Delayed 830-930p	830-930p	-----Su	:30		\$1,200.00			NM		
	Ⓜ MG for 29.1 10/26													
30	WNEM	10/26/14	10/26/14	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:		10/20/14	10/26/14	-----1				1	\$400.00					
E 31	WNEM	10/21/14	10/21/14	Tuesday 10-11pm	10-11pm		:30			PMT		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/20/14	10/26/14	-1-----				1	\$900.00					
	<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	10/20/14-10/26/14	Tuesday 10-11pm	10-11pm	-Tu-----	:30		<del>\$900.00</del>			NM		
	See MG 4.4													
32	WNEM	10/21/14	10/21/14	Tuesday 8-9pm	8-9pm		:30			IMP		NM	1	\$2,000.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>							
Week:		10/20/14	10/26/14	-1-----				1	\$2,000.00							
E 33	WNEM	10/25/14	10/25/14	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:		10/20/14	10/26/14	-----S-				1	\$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	10/20/14-10/26/14	NCAA Football	330-7p	-----Sa--	:30		<del>\$200.00</del>			NM				
	See MG 33.2															
	2	WNEM	10/25/14-10/25/14	CBS Sat AM 9a-11am	9a-11a	-----Sa--	:30		\$200.00			NM				
	Ⓜ MG for 33.1 10/25															
E 34	WNEM	10/25/14	10/25/14	Wheel of Fortune	730-8pm		:30			IMP		NM	0	\$0.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>							
Week:		10/20/14	10/26/14	-----S-				1	\$105.00							
	<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	10/20/14-10/26/14	Wheel of Fortune	730-8pm	-----Sa--	:30		<del>\$105.00</del>			NM				
	Credited															
35	WNEM	10/25/14	10/25/14	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:		10/20/14	10/26/14	-----S-				1	\$250.00							
E 36	WNEM	10/21/14	10/27/14	CBS Evening News (M630-7pm			: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:		10/20/14	10/26/14	-TWTF--				3	\$1,000.00							
	<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>				
	2	WNEM	10/20/14-10/26/14	CBS Evening News (M,W,F,630-7pm		-TuWThF----	:30		<del>\$1,000.00</del>			NM				
	See MG 36.5,36.6															
	5	WNEM	10/26/14-10/26/14	Delayed The Good Wife	930-1030p	-----Su	:30		\$1,000.00			NM				
	Ⓜ MG for 36.4,36.2															
	6	WNEM	10/26/14-10/26/14	Delayed The Mentalist	1030-1130p	-----Su	:30		<del>\$1,000.00</del>			NM				
	Ⓜ Credited															
Week:		10/27/14	11/02/14	M-----				1	\$1,000.00							
	<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>				
	4	WNEM	10/27/14-11/02/14	CBS Evening News (M,W,F,630-7pm		M-----	:30		<del>\$1,000.00</del>			NM				
	See MG 36.5,36.6															
Totals												75	\$37,715.00			

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/26/14	59	\$29,450.00	(\$4,417.50)	\$25,032.50
10/27/14 - 10/27/14	16	\$8,265.00	(\$1,239.75)	\$7,025.25
<b>Totals</b>	75	\$37,715.00	(\$5,657.25)	\$32,057.75

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

(\* 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.