

Contract Agreement Between:

CONTRACT**WNEM.COM**

www.wnem.com

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

And:

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

Contract / Revision 600192 /		Alt Order # 07303515
Product DEM GOV ASSOCIATION		
Contract Dates 08/12/14 - 09/01/14	Estimate # 3322	
Advertiser Democratic Governor Association		Original Date / Revision 08/19/14 / 08/19/14
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WNEM	Account Executive Jared Kelhart	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 36	Product Code 39
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
1	WNEM	08/12/14	09/01/14	TV5 News at 11pm (M11-1135p			:30			FNP		NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	08/12/14	08/18/14	MTWTF--				2	\$600.00					
	Week:	08/19/14	08/25/14	MTWTF--				2	\$600.00					
	Week:	08/26/14	09/01/14	MTWTF--				2	\$600.00					
2	WNEM	08/12/14	09/01/14	Late Show w/David Le 1135p-1235a			:30			PMT		NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	08/12/14	08/18/14	MTWTF--				1	\$150.00					
	Week:	08/19/14	08/25/14	MTWTF--				1	\$150.00					
	Week:	08/26/14	09/01/14	MTWTF--				1	\$150.00					
3	WNEM	08/12/14	09/01/14	Price Is Right w/Drew 11a-12n			:30			FNP		NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	08/12/14	08/18/14	MTWTF--				1	\$600.00					
	Week:	08/19/14	08/25/14	MTWTF--				1	\$600.00					
	Week:	08/26/14	09/01/14	MTWTF--				1	\$600.00					
4	WNEM	08/12/14	09/01/14	Ferguson 1236a-0135a			:30			PMT		NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	08/12/14	08/18/14	MTWTF--				1	\$40.00					
	Week:	08/19/14	08/25/14	MTWTF--				1	\$40.00					
	Week:	08/26/14	09/01/14	MTWTF--				1	\$40.00					
5	WNEM	08/12/14	09/01/14	TV5 Noon News 12n-1230p			:30			FNP		NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	08/12/14	08/18/14	MTWTF--				1	\$600.00					
	Week:	08/19/14	08/25/14	MTWTF--				1	\$600.00					
	Week:	08/26/14	09/01/14	MTWTF--				1	\$600.00					
6	WNEM	08/12/14	09/01/14	THE DOCTORS M-F 3-4pm			:30			FNP		NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	08/12/14	08/18/14	MTWTF--				1	\$200.00					
	Week:	08/19/14	08/25/14	MTWTF--				1	\$200.00					
	Week:	08/26/14	09/01/14	MTWTF--				1	\$200.00					
7	WNEM	08/12/14	09/01/14	Dr. Phil 4-5pm			:30			FNP		NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	08/12/14	08/18/14	MTWTF--				1	\$300.00					

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600192 /	07303515

Contract Dates	Product	Estimate #
08/12/14 - 09/01/14	DEM GOV ASSOCIATION	3322

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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/19/14	08/25/14	MTWTF--				1	\$300.00					
Week:		08/26/14	09/01/14	MTWTF--				1	\$300.00					
8	WNEM	08/12/14	09/01/14	TV-5 News at 5pm	5-530pm		:30			FNP		NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/12/14	08/18/14	MTWTF--				1	\$750.00					
Week:		08/19/14	08/25/14	MTWTF--				1	\$750.00					
Week:		08/26/14	09/01/14	MTWTF--				1	\$750.00					
9	WNEM	08/12/14	09/01/14	TV-5 News at 530pm	530-6pm		:30			FNP		NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/12/14	08/18/14	MTWTF--				1	\$800.00					
Week:		08/19/14	08/25/14	MTWTF--				1	\$800.00					
Week:		08/26/14	09/01/14	MTWTF--				1	\$800.00					
10	WNEM	08/12/14	09/01/14	TV-5 News at 6pm	6-630pm		:30			FNP		NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/12/14	08/18/14	MTWTF--				1	\$1,500.00					
Week:		08/19/14	08/25/14	MTWTF--				1	\$1,500.00					
Week:		08/26/14	09/01/14	MTWTF--				1	\$1,500.00					
11	WNEM	08/12/14	09/01/14	Wakeup 6-7a	6-7a		:30			FNP		NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/12/14	08/18/14	MTWTF--				1	\$600.00					
Week:		08/19/14	08/25/14	MTWTF--				1	\$600.00					
Week:		08/26/14	09/01/14	MTWTF--				1	\$600.00					
12	WNEM	08/12/14	09/01/14	Jeopardy	7-730pm		:30			PMT		NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/12/14	08/18/14	MTWTF--				1	\$700.00					
Week:		08/19/14	08/25/14	MTWTF--				1	\$700.00					
Week:		08/26/14	09/01/14	MTWTF--				1	\$700.00					
13	WNEM	08/12/14	09/01/14	CBS This Morning	7-9am		:30			FNP		NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/12/14	08/18/14	MTWTF--				2	\$250.00					
Week:		08/19/14	08/25/14	MTWTF--				2	\$250.00					
Week:		08/26/14	09/01/14	MTWTF--				2	\$250.00					
14	WNEM	08/12/14	09/01/14	Wheel of Fortune	730-8pm		:30			PMT		NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/12/14	08/18/14	MTWTF--				1	\$750.00					
Week:		08/19/14	08/25/14	MTWTF--				1	\$750.00					
Week:		08/26/14	09/01/14	MTWTF--				1	\$750.00					
15	WNEM	08/19/14	08/25/14	Better Mid Michigan	9-10am		:30			FNP		NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/19/14	08/25/14	MTWTF--				1	\$80.00					
16	WNEM	08/16/14	08/31/14	Sa-Su Late News	11-1135p		: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:		08/11/14	08/17/14	-----SS				1	\$400.00					
Week:		08/18/14	08/24/14	-----SS				1	\$400.00					
Week:		08/25/14	08/31/14	-----SS				1	\$400.00					
17	WNEM	08/16/14	08/30/14	Saturday 10-11pm	10-11p		:30			PMT		NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/11/14	08/17/14	-----1-				1	\$500.00					
Week:		08/18/14	08/24/14	-----				0	\$0.00					

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Democratic Governor As	08/19/14 / 08/19/14

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/25/14	08/31/14	-----1-				1	\$500.00					
18	WNEM	08/17/14	08/24/14	Wakeup (Su) 7-9am	7-9am		:30			FNP		NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/11/14	08/17/14	-----1				1	\$325.00					
Week:		08/18/14	08/24/14	-----1				1	\$325.00					
19	WNEM	08/24/14	08/31/14	Sunday 8-9pm	8-9pm		:30			PMT		NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/18/14	08/24/14	-----1				1	\$1,500.00					
Week:		08/25/14	08/31/14	-----1				1	\$1,500.00					
20	WNEM	08/17/14	08/31/14	CBS Sun AM 9a-1030	9-1030am		:30			FNP		NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/11/14	08/17/14	-----1				1	\$700.00					
Week:		08/18/14	08/24/14	-----				0	\$0.00					
Week:		08/25/14	08/31/14	-----1				1	\$700.00					
N 21	WNEM	08/14/14	08/28/14	Thursday 9-10pm	9-10pm		:30			FNP		NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/11/14	08/17/14	---1---				1	\$1,800.00					
Week:		08/18/14	08/24/14	---1---				1	\$1,800.00					
Week:		08/25/14	08/31/14	---1---				1	\$1,800.00					
		<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>		
		3	WNEM	08/25/14-08/31/14	Thursday 9-10pm	9-10pm	----Th-----	:30		\$1,800.00		NM		
		See MG 21.4												
		4	WNEM	08/28/14-08/28/14	NFL Lions Pre-Season	7-10p	----Th-----	:30		\$1,800.00		NM		
		Ⓜ MG for 21.3 08/28												
22	WNEM	08/19/14	08/19/14	Tuesday 10-11pm	10-11pm		:30			PMT		NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/18/14	08/24/14	-1-----				1	\$750.00					
23	WNEM	08/13/14	08/27/14	Wednesday 8-9pm	8-9pm		:30			PMT		NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/11/14	08/17/14	--1----				1	\$1,600.00					
Week:		08/18/14	08/24/14	--1----				1	\$1,600.00					
Week:		08/25/14	08/31/14	--1----				1	\$1,600.00					
24	WNEM	08/15/14	08/15/14	NFL Lions Pre-Season	Various		: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:		08/11/14	08/17/14	----1--				1	\$1,000.00					
25	WNEM	08/22/14	08/22/14	NFL Lions Pre-Season	Various		: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:		08/18/14	08/24/14	----1--				1	\$1,000.00					
26	WNEM	08/28/14	08/28/14	NFL Lions Pre-Season	Various		:30			FNP		NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/25/14	08/31/14	---2---				2	\$1,000.00					
Totals													71	\$48,350.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/28/14 - 08/31/14	67	\$46,150.00	(\$6,922.50)	\$39,227.50
09/01/14 - 09/01/14	4	\$2,200.00	(\$330.00)	\$1,870.00
Totals	71	\$48,350.00	(\$7,252.50)	\$41,097.50

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

Signature: _____ Date: _____

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REP: TEL# 610-293-4111

FAX# 610-225-1191

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

REP HEADLINE# 7303515

TRF# 600192

\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

AUG19/14 11.02

*** WNNM-TV ***

:LINE#:REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	RATE	:START DATE:	:END DATE:	:SPTS/WK:	:WEEK INVT:	DAYS	:TOTL: SPTS:
27	A	700P-1000P	30		\$1,800.00	8/28	8/28	1		THU	1
PROGRAM : LIONS PRESEASON ORD COM1: SPOT IS NA, WE ARE AIRING LIONS PRESEASON, OFFER LIONS 7-10P. PLEASE ORD COM2: ADVISE. THANKS THIS IS A MAKE-GOOD FOR AUG28 ON LINE-21 FOR 1 SPOT/WK STATION MAKEGOOD OFFERS: M1 OK'D BUY#21 MISSED:THU/900P-1000P AUG28 30S \$1,800.00 (AUG18/14) OFFER:THU/700P-1000P AUG28 30S \$1,800.00 PLS ADVISE. CMT:SPOT IS NA, WE ARE AIRING LIONS PRESEASON, OFFER LIONS 7-10P. PLEASE CMT:ADVISE. THANKS											
AUG/14		48350.00	SEP/14		\$.00						
										CONTRACT TOTAL	48350.00
										TOTAL SPOTS	71

MARKET TOTALS \$120,8

SVC- NSI

DEMOS- RA35+*

MOD CODE A-ADD B-E

P-CLASS,PLAN,SECT C

PLE