

# CONTRACT



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

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

And:

**Mentzer Media Services, Inc.**  
**600 Fairmount Avenue, Suite 306**  
**Towson, MD 21204**

<u>Contract / Revision</u> 613533 /		<u>Alt Order #</u> 07463871
<u>Product</u> <b>INDEPENDENCE USA PAC</b>		
<u>Contract Dates</u> <b>10/24/14 - 11/04/14</b>		<u>Estimate #</u> <b>1699</b>
<u>Advertiser</u> <b>Independence USA PAC</b>		<u>Original Date / Revision</u> 10/23/14 / 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> Jared Kelhart	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> TV12736	<u>Advertiser Code</u> 141	<u>Product Code</u> 154
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WNEM	10/24/14	10/31/14	TV5 News at 11pm (M-F)	11-1135p		:30				NM	2	\$2,000.00
		<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	----1--				1	\$1,000.00				
Week:		10/27/14	11/02/14	----1--				1	\$1,000.00				
2	WNEM	10/31/14	10/31/14	Jeopardy	7-730pm		:30				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				
3	WNEM	10/24/14	10/24/14	CBS This Morning	7-9am		:30				NM	1	\$500.00
		<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	\$500.00				
4	WNEM	10/27/14	10/27/14	CBS This Morning	7-9am		:30				NM	1	\$500.00
		<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	\$500.00				
5	WNEM	10/30/14	10/30/14	CBS This Morning	7-9am		:30				NM	1	\$500.00
		<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	\$500.00				
6	WNEM	10/28/14	10/28/14	TV5 News at 11pm (M-F)	11-1135p		:30				NM	1	\$1,000.00
		<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	\$1,000.00				
7	WNEM	10/28/14	10/28/14	CBS This Morning	7-9am		:30				NM	1	\$500.00
		<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	\$500.00				
8	WNEM	10/29/14	10/29/14	TV5 News at 11pm (M-F)	11-1135p		:30				NM	1	\$1,000.00
		<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	\$1,000.00				
9	WNEM	10/31/14	10/31/14	Friday 10-11pm	10-11pm		:30				NM	1	\$4,000.00
		<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	\$4,000.00				
10	WNEM	10/24/14	10/24/14	Dr. Phil	4-5pm		:30				NM	1	\$450.00
		<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	\$450.00				
11	WNEM	10/31/14	10/31/14	Dr. Phil	4-5pm		:30				NM	1	\$450.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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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> 613533 /		<u>Alt Order #</u> 07463871
<u>Contract Dates</u> 10/24/14 - 11/04/14	<u>Product</u> INDEPENDENCE USA	<u>Estimate #</u> 1699
<u>Advertiser</u> Independence USA PAC		<u>Original Date / Revision</u> 10/23/14 / 10/28/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<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	\$450.00				
12	WNEM	10/24/14	10/24/14	Friday 8-9pm	8-9pm		:30				NM	1	\$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	----1--				1	\$3,000.00				
13	WNEM	10/31/14	10/31/14	Friday 9-10pm	9-10p		:30				NM	1	\$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	----1--				1	\$3,000.00				
14	WNEM	10/27/14	10/27/14	Dr. Phil	4-5pm		:30				NM	1	\$450.00
		<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	\$450.00				
15	WNEM	10/25/14	10/25/14	Saturday 10-11pm	10-11p		:30				NM	1	\$800.00
		<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	\$800.00				
16	WNEM	11/01/14	11/01/14	TV-5 News at 11pm (Sat)	11-1135p		:30				NM	1	\$750.00
		<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	\$750.00				
E 17	WNEM	10/26/14	10/26/14	Delayed The Mentalist	1030-1130p		:30				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	\$2,000.00				
		<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>		
		1	WNEM	10/20/14-10/26/14	Delayed The Mentalist	1030-1130p	-----Su	:30	<del>\$2,000.00</del>		NM		
		See MG 19.2											
18	WNEM	11/02/14	11/02/14	Delayed The Mentalist	1030-1130p		:30				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				
E 19	WNEM	10/26/14	10/26/14	TV-5 News at 11pm (Sun)	11-1135p		:30				NM	1	\$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	-----1				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>		
		1	WNEM	10/20/14-10/26/14	TV-5 News at 11pm (Sun)	11-1135p	-----Su	:30	<del>\$1,000.00</del>		NM		
		See MG 19.2											
		2	WNEM	10/31/14-10/31/14	TV5 Noon News	12n-1230p	-----F----	:30	\$3,000.00		NM		
		Ⓜ MG for 17.1,19.1											
20	WNEM	10/30/14	10/30/14	Thursday 10-11pm	10-11pm		:30				NM	1	\$2,800.00
		<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	\$2,800.00				
21	WNEM	10/30/14	10/30/14	Dr. Phil	4-5pm		:30				NM	1	\$450.00
		<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	\$450.00				
22	WNEM	10/28/14	10/28/14	Dr. Phil	4-5pm		:30				NM	2	\$900.00
		<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	-2-----				2	\$450.00				
23	WNEM	10/29/14	10/29/14	Dr. Phil	4-5pm		:30				NM	1	\$450.00
		<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	\$450.00				
24	WNEM	10/25/14	10/25/14	Detroit Lions GameDay	1-230P		:30				NM	2	\$300.00
		<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	-----2-				2	\$150.00				
25	WNEM	10/26/14	10/26/14	Delayed 60 Minutes	730-830p		:30				NM	1	\$3,000.00

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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	\$3,000.00				
<b>Totals</b>												27	\$33,800.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/26/14	8	\$9,050.00	(\$1,357.50)	\$7,692.50
10/27/14 - 11/02/14	19	\$24,750.00	(\$3,712.50)	\$21,037.50
<b>Totals</b>	27	\$33,800.00	(\$5,070.00)	\$28,730.00

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

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