

**CONTRACT****WNEM.COM**

www.wnem.com

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

And:

**Waterfront Strategies**  
**3050 K Street NW #100**  
**Washington, DC 20007-5108**  
**USA**

<b>Contract / Revision</b> 601726 /		<b>Alt Order #</b> 07321448
<b>Product</b> SENATE MAJORITY PAC		
<b>Contract Dates</b> 08/20/14 - 08/26/14		<b>Estimate #</b> 3399
<b>Advertiser</b> Senate Majority PAC		<b>Original Date / Revision</b> 08/21/14 / 08/21/14
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WNEM	<b>Account Executive</b> Jared Kelhart	<b>Sales Office</b> TELEREP-PHIL
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b> 163	<b>Product Code</b> 173
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
1	WNEM	08/20/14	08/26/14	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:		08/20/14	08/26/14	MTWTF--				1	\$800.00					
2	WNEM	08/20/14	08/26/14	Late Show w/David Le1135p-1235a			:30			FNP		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/20/14	08/26/14	MTWTF--				1	\$250.00					
3	WNEM	08/20/14	08/26/14	Price Is Right w/Drew 11a-12n			: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:		08/20/14	08/26/14	MTWTF--				1	\$600.00					
4	WNEM	08/20/14	08/26/14	TV5 Noon News 12n-1230p			: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:		08/20/14	08/26/14	MTWTF--				1	\$600.00					
5	WNEM	08/20/14	08/26/14	Dr. Phil 4-5pm			: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:		08/20/14	08/26/14	MTWTF--				1	\$450.00					
6	WNEM	08/20/14	08/26/14	TV-5 News at 5pm 5-530pm			: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:		08/20/14	08/26/14	MTWTF--				1	\$750.00					
7	WNEM	08/20/14	08/26/14	TV-5 News at 530pm 530-6pm			: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:		08/20/14	08/26/14	MTWTF--				1	\$800.00					
8	WNEM	08/20/14	08/26/14	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:		08/20/14	08/26/14	MTWTF--				1	\$1,500.00					
9	WNEM	08/20/14	08/26/14	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:		08/20/14	08/26/14	MTWTF--				1	\$600.00					
N 10	WNEM	08/20/14	08/26/14	Jeopardy 7-730pm			:30			FNP		NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/20/14	08/26/14	MTWTF--				1	\$900.00					

(\* 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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Contract / Revision	Alt Order #
601726 /	07321448

Contract Dates	Product	Estimate #
08/20/14 - 08/26/14	SENATE MAJORITY PAC	3399

Advertiser	Original Date / Revision
Senate Majority PAC	08/21/14 / 08/21/14

*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>					
	<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	08/20/14-08/26/14	Jeopardy	7-730pm	MTUWThF----	:30		<del>\$900.00</del>			NM		
	See MG 10.2													
	2	WNEM	08/25/14-08/25/14	Jeopardy	7-730pm	M-----	:30		\$900.00			NM		
	Ⓜ MG for 10.1 08/22													
11	WNEM	08/20/14	08/26/14	CBS This Morning	7-9am		:30			FNP		NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/20/14	08/26/14	MTWTF--				1	\$375.00					
12	WNEM	08/20/14	08/26/14	Wheel of Fortune	730-8pm		:30			FNP		NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/20/14	08/26/14	MTWTF--				1	\$950.00					
13	WNEM	08/20/14	08/26/14	Better Mid Michigan	9-10am		:30			FNP		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/20/14	08/26/14	MTWTF--				1	\$200.00					
14	WNEM	08/23/14	08/23/14	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:		08/18/14	08/24/14	-----1-				1	\$600.00					
15	WNEM	08/23/14	08/23/14	Outdoorsman Buck Mc	1135p-1205x		:30			FNP		NM	1	\$110.00
		<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	\$110.00					
16	WNEM	08/24/14	08/24/14	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:		08/18/14	08/24/14	-----1				1	\$600.00					
17	WNEM	08/24/14	08/24/14	Wakeup (Su) 7-9am	7-9am		: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:		08/18/14	08/24/14	-----1				1	\$500.00					
18	WNEM	08/24/14	08/24/14	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:		08/18/14	08/24/14	-----1				1	\$2,200.00					
19	WNEM	08/24/14	08/24/14	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:		08/18/14	08/24/14	-----1				1	\$700.00					
<b>Totals</b>													<b>19</b>	<b>\$13,485.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/28/14 - 08/26/14	19	\$13,485.00	(\$2,022.75)	\$11,462.25
<b>Totals</b>	<b>19</b>	<b>\$13,485.00</b>	<b>(\$2,022.75)</b>	<b>\$11,462.25</b>

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

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PROGRAM : JEOPARDY<  
ORD COM1: JEOPARDY IS NOT AIRING ON FRIDAY DUE TO LIONS PRE SEASON FOOTBALL,  
ORD COM2: OFFER JEOPARDY ON MONDAY 8/25. PLEASE ADVISE.  
THIS IS A MAKE-GOOD FOR AUG22 ON LINE-10 FOR 1 SPOT/WK

REP HEADLINE# 7321448      TRF# 601726      REP: TEL# 610-293-4111      FAX# 610-225-1191  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$      CREDIT ADVISORY: AGENCY CREDIT RISK !!!      AUG21/14 11.18  
 ORDER WORKSHEET      HARRIS REPORT FROM REP      \*\*\* WNNM-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:  
 M1 OK'D BUY#10      MISSED: W-F, M-TU/700P-730P      AUG22      30S      \$900.00      (AUG20/14)  
    OFFER: MON/700P-730P      AUG25      30S      \$900.00      PLS ADVISE.  
    CMT: JEOPARDY IS NOT AIRING ON FRIDAY DUE TO LIONS PRE SEASON FOOTBALL,  
    CMT: OFFER JEOPARDY ON MONDAY 8/25. PLEASE ADVISE.

AUG/14	13485.00											
CONTRACT TOTAL											13485.00	
TOTAL SPOTS											19	

MARKET TOTALS \$27,340  
 SVC- NSI  
 DEMOS- RA35+\*  
 MOD CODE A-ADD B-BUY T  
 P-CLASS, PLAN, SECT Q-PAI

1 NAME  
 MULTIPLE