

# CONTRACT



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

**WNEM.COM**

www.wnem.com

And:

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

<u>Contract / Revision</u> 601728 /		<u>Alt Order #</u> 07321452
<u>Product</u> SENATE MAJORITY PAC		
<u>Contract Dates</u> 08/27/14 - 09/02/14		<u>Estimate #</u> 3400
<u>Advertiser</u> Senate Majority PAC		<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> Jared Kelhart	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 163	<u>Product Code</u> 173
<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
N 1	WNEM	08/27/14	09/02/14	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:		08/27/14	09/02/14	MTWTF--				1	\$800.00					
N 2	WNEM	08/27/14	09/02/14	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:		08/27/14	09/02/14	MTWTF--				1	\$250.00					
N 3	WNEM	08/27/14	09/02/14	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:		08/27/14	09/02/14	MTWTF--				1	\$600.00					
N 4	WNEM	08/27/14	09/02/14	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:		08/27/14	09/02/14	MTWTF--				1	\$600.00					
N 5	WNEM	08/27/14	09/02/14	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:		08/27/14	09/02/14	MTWTF--				1	\$450.00					
N 6	WNEM	08/27/14	09/02/14	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:		08/27/14	09/02/14	MTWTF--				1	\$750.00					
N 7	WNEM	08/27/14	09/02/14	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:		08/27/14	09/02/14	MTWTF--				1	\$800.00					
N 8	WNEM	08/27/14	09/02/14	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:		08/27/14	09/02/14	MTWTF--				1	\$1,500.00					
N 9	WNEM	08/27/14	09/02/14	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:		08/27/14	09/02/14	MTWTF--				1	\$600.00					
N 10	WNEM	08/27/14	09/02/14	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:		08/27/14	09/02/14	MTWTF--				1	\$900.00					
N 11	WNEM	08/27/14	09/02/14	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:		08/27/14	09/02/14	MTWTF--				1	\$375.00					

(\* 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.



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

**WNEM.COM**

www.wnem.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
601728 /	07321452

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/27/14 - 09/02/14	SENATE MAJORITY PA	3400

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Majority PAC	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:		08/27/14	09/02/14	MTWTF--				1	\$375.00					
N 12	WNEM	08/27/14	09/02/14	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:		08/27/14	09/02/14	MTWTF--				1	\$950.00					
N 13	WNEM	08/27/14	09/02/14	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:		08/27/14	09/02/14	MTWTF--				1	\$200.00					
N 14	WNEM	08/30/14	08/30/14	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:		08/25/14	08/31/14	-----1-				1	\$600.00					
N 15	WNEM	08/30/14	08/30/14	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:		08/25/14	08/31/14	-----1-				1	\$110.00					
N 16	WNEM	08/31/14	08/31/14	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:		08/25/14	08/31/14	-----1				1	\$600.00					
N 17	WNEM	08/31/14	08/31/14	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:		08/25/14	08/31/14	-----1				1	\$2,200.00					
N 18	WNEM	08/31/14	08/31/14	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:		08/25/14	08/31/14	-----1				1	\$700.00					
N 19	WNEM	08/27/14	08/27/14	Wednesday 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:		08/25/14	08/31/14	--1----				1	\$2,200.00					
<b>Totals</b>												<b>19</b>	<b>\$15,185.00</b>	

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/28/14 - 08/31/14	13	\$11,385.00	(\$1,707.75)	\$9,677.25
09/01/14 - 09/02/14	6	\$3,800.00	(\$570.00)	\$3,230.00
<b>Totals</b>	<b>19</b>	<b>\$15,185.00</b>	<b>(\$2,277.75)</b>	<b>\$12,907.25</b>

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.

### AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

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

I, Jesse Demetri  
do hereby request station time concerning the following issue:

Senate Majority PAC

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 Senate Majority PAC

**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):

Terri Lynn Land, US senate GOP Primary, 8/5/14

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

Senate Majority PAC 700 15th St. NW #600  
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):

Rebecca Lambie, Treasurer Susan Mc Cue, President  
J B, Secretary

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):

Senate Majority PAC

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):

Susan Mc Cue, President  
Rebecca Lamb, Treasurer  
Jz Laorsch, Secretary

**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)**

2/24/14      [Signature]      202-338-8700  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted                       Accepted in Part                       Rejected

[Signature]                      Kenneth R. Friedman Sr      Co-ops Sales Mgr  
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 8 MONTHS					

**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# 7321452      REP: TEL# 610-293-4111      FAX# 610-225-1191  
 \*\*\* ORIGINAL REV#0 \*\*\*      CREDIT ADVISORY: AGENCY CREDIT RISK !!!      AUG19/14 09.06  
    ORDER WORKSHEET      HARRIS REPORT FROM REP      \*\*\* WNEM-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/SENATE MAJORITY PAC      REP.# \_\_\_\_\_ OFF.# 1584      SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME WATERFRONT STRATEGIES      BUYER NAME MIKE FURMAN  
 3050 K STREET NW - SUITE 100      SALES PRSN PH- JARED KELHART  
 WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 7321452      CLASS: NATL.      LOCAL      REGIONAL  
 PRDCT SENATE MAJORITY PAC      EST#3400      COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES AUG27/14      SEP2/14      WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_      DATE AUG19/14      09.06

REP: TO KELLY  
 FR JARED  
 NEW SENATE MAJORITY PAC ORDER  
 TOTAL \$15185  
 PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1100P-1135P	30		\$800.00	8/27	9/2	1		W-F,M-TU	1
AGENCY ADVERTISER CODE = 163      AGENCY EST# = 3400 AGENCY PRODUCT CODE = 173												
PROGRAM : TV NEWS 5 CON COM1: TV NEWS 5												
2			1135P-1235A	30		\$250.00	8/27	9/2	1		W-F,M-TU	1
PROGRAM : D LETTRMAN-CBS< CON COM1: D LETTRMAN-CBS<												

REP HEADLINE# 7321452  
 \*\*\* ORIGINAL REV#0 \*\*\*  
 REP: TEL# 610-293-4111 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG19/14 09.06  
 \*\*\* WNEM-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1100A-1200N	30		\$600.00	8/27	9/2	1		W-F,M-TU	1
	PROGRAM : PRICE-RT 1-CBS/PRICE-RT 2-CBS											
	CON COM1 : PRICE-RT 1-CBS/PRICE-RT 2-CBS											
4			1200N-1230P	30		\$600.00	8/27	9/2	1		W-F,M-TU	1
	PROGRAM : WNEM-5 NW-NOON<											
	CON COM1 : WNEM-5 NW-NOON<											
5			400P-500P	30		\$450.00	8/27	9/2	1		W-F,M-TU	1
	PROGRAM : DR. PHIL<											
	CON COM1 : DR. PHIL<											
6			500P-530P	30		\$750.00	8/27	9/2	1		W-F,M-TU	1
	PROGRAM : WNEM-5 NEWS-5<											
	CON COM1 : WNEM-5 NEWS-5<											
7			530P-600P	30		\$800.00	8/27	9/2	1		W-F,M-TU	1
	PROGRAM : WNEM-5NWS-530P<											
	CON COM1 : WNEM-5NWS-530P<											
8			600P-630P	30		\$1,500.00	8/27	9/2	1		W-F,M-TU	1
	PROGRAM : WNEM-5 NEWS-6<											
	CON COM1 : WNEM-5 NEWS-6<											
9			600A-700A	30		\$600.00	8/27	9/2	1		W-F,M-TU	1
	PROGRAM : WNEM-WAKEUP-6<											
	CON COM1 : WNEM-WAKEUP-6<											
10			700P-730P	30		\$900.00	8/27	9/2	1		W-F,M-TU	1
	PROGRAM : JEOPARDY<											
	CON COM1 : JEOPARDY<											
11			700A-900A	30		\$375.00	8/27	9/2	1		W-F,M-TU	1
	PROGRAM : CBS THS MRNG-2<											
	CON COM1 : CBS THS MRNG-2<											

REP HEADLINE# 7321452  
 \*\*\* ORIGINAL REV#0 \*\*\*  
 REP: TEL# 610-293-4111 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG19/14 09.06  
 \*\*\* WNEP-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			730P-800P	30		\$950.00	8/27	9/2	1		W-F,M-TU	1
	PROGRAM : WHEEL-FORTNE<											
	CON COM1 : WHEEL-FORTNE<											
13			900A-1000A	30		\$200.00	8/27	9/2	1		W-F,M-TU	1
	PROGRAM : BETTR MID-MICH<											
	CON COM1 : BETTR MID-MICH<											
14			1100P-1135P	30		\$600.00	8/30	8/30	1		SAT	1
	PROGRAM : NEWS @ 11											
	CON COM1 : NEWS @ 11											
15			1135P-1205A	30		\$110.00	8/30	8/30	1		SAT	1
	PROGRAM : OUTDOORSMAN											
	CON COM1 : OUTDOORSMAN											
16			1100P-1135P	30		\$600.00	8/31	8/31	1		SUN	1
	PROGRAM : NEWS @ 11											
	CON COM1 : NEWS @ 11											
17			800P-900P	30		\$2,200.00	8/31	8/31	1		SUN	1
	PROGRAM : BIG BROTHER											
	CON COM1 : BIG BROTHER											
18			900A-1030A	30		\$700.00	8/31	8/31	1		SUN	1
	PROGRAM : SUNDAY MRN-CBS											
	CON COM1 : SUNDAY MRN-CBS											
19			800P-900P	30		\$2,200.00	8/27	8/27	1		WED	1
	PROGRAM : BIG BROTHER											
	CON COM1 : BIG BROTHER											

AUG/14 15185.00 SEP/14 \$ .00 CONTRACT TOTAL 15185.00  
 TOTAL SPOTS 19

REP HEADLINE# 7321452  
 \*\*\* ORIGINAL REV#0 \*\*\*  
 REP: TEL# 610-293-4111 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG19/14 09.06  
 \*\*\* WNNM-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
MARKET TOTALS \$28,980												
SVC- NSI												
DEMOS- RA35+*												