

CONTRACT


WNEM.COM
www.wnem.com

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

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

<u>Contract / Revision</u> 598500 /		<u>Alt Order #</u> 07293625
<u>Product</u> R/MITCHELL 4 CONGRESS		
<u>Contract Dates</u> 07/28/14 - 08/05/14		<u>Estimate #</u> 3799
<u>Advertiser</u> Paul Mitchell For Congress		<u>Original Date / Revision</u> 07/28/14 / 07/28/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WNEM	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<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	07/28/14	08/01/14	Wakeup 6-7a	6-7a		:30			PMT		NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/28/14	08/03/14	MTWTF--				5	\$350.00					
2	WNEM	08/04/14	08/05/14	Wakeup 6-7a	6-7a		:30			PMT		NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/04/14	08/10/14	MT-----				2	\$350.00					
3	WNEM	07/28/14	08/01/14	CBS This Morning	7-9am		:30			PMT		NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/28/14	08/03/14	MTWTF--				5	\$125.00					
4	WNEM	08/04/14	08/05/14	CBS This Morning	7-9am		:30			PMT		NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/04/14	08/10/14	MT-----				2	\$125.00					
5	WNEM	07/28/14	07/31/14	TV-5 News at 5pm	5-530pm		:30			PMT		NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/28/14	08/03/14	MTWT---				4	\$350.00					
6	WNEM	08/04/14	08/04/14	TV-5 News at 5pm	5-530pm		:30			PMT		NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/04/14	08/10/14	1-----				1	\$350.00					
7	WNEM	07/28/14	07/31/14	TV-5 News at 530pm	530-6pm		:30			PMT		NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/28/14	08/03/14	MTWT---				4	\$375.00					
8	WNEM	08/04/14	08/04/14	TV-5 News at 530pm	530-6pm		:30			PMT		NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/04/14	08/10/14	1-----				1	\$375.00					
9	WNEM	07/28/14	07/31/14	TV-5 News at 6pm	6-630pm		:30			PMT		NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/28/14	08/03/14	MTWT---				4	\$800.00					
10	WNEM	08/04/14	08/04/14	TV-5 News at 6pm	6-630pm		:30			PMT		NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/04/14	08/10/14	1-----				1	\$800.00					
11	WNEM	08/03/14	08/03/14	Early News Sunday	630-7pm		:30			IMP		NM	1	\$125.00
		<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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Contract / Revision	Alt Order #
598500 /	07293625

Contract Dates	Product	Estimate #
07/28/14 - 08/05/14	R/MITCHELL 4 CONGR	3799

Advertiser	Original Date / Revision
Paul Mitchell For Congre	07/28/14 / 07/28/14

*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:		07/28/14	08/03/14	-----1				1	\$125.00					
12	WNEM	08/02/14	08/02/14	Sat 7-730pm	7-730p		:30			PMT		NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/28/14	08/03/14	-----1-				1	\$125.00					
13	WNEM	08/03/14	08/03/14	CBS Sun AM 9a-1030	9-1030am		:30			PMT		NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/28/14	08/03/14	-----1				1	\$300.00					
14	WNEM	07/28/14	07/28/14	Mon 8-9pm	8-9p		:30			IMP		NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/28/14	08/03/14	1-----				1	\$600.00					
15	WNEM	07/29/14	07/29/14	Tuesday 8-9pm	8-9pm		:30			IMP		NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/28/14	08/03/14	-1-----				1	\$800.00					
16	WNEM	07/29/14	07/29/14	Tuesday 9-10pm	9-10pm		:30			IMP		NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/28/14	08/03/14	-1-----				1	\$600.00					
17	WNEM	07/30/14	07/30/14	Wednesday 10-11pm	10-11pm		:30			IMP		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/28/14	08/03/14	--1----				1	\$500.00					
18	WNEM	07/31/14	07/31/14	Thursday 8-9pm	8-9pm		:30			IMP		NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/28/14	08/03/14	---1---				1	\$750.00					
19	WNEM	08/02/14	08/02/14	Saturday 10-11pm	10-11p		: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:		07/28/14	08/03/14	-----1-				1	\$200.00					
20	WNEM	08/03/14	08/03/14	Sunday 7-8pm	7-8pm		:30			IMP		NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/28/14	08/03/14	-----1				1	\$325.00					
N 21	WNEM	07/30/14	08/01/14	Wakeup 5-6a	5-6am		:30			IMP		NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		07/28/14	08/03/14	--WTF--				1	\$85.00					
Totals													40	\$15,360.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/28/14 - 08/05/14	40	\$15,360.00	(\$2,304.00)	\$13,056.00
Totals	40	\$15,360.00	(\$2,304.00)	\$13,056.00

Signature: _____ **Date:** _____

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JUL28/14 15.55
*** WNNM-TV ***

CREDIT RISK !!!
HARRIS REPORT FROM REP
**CHANGE

CREDIT ADVISORY:
ORDER WORKSHEET

TRF# 598500
TV #1 \$\$\$

REP HEADLINE# 7293625
\$\$\$ MOD# 0: UNAPPROVED

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	SEC	:	RATE	:	START	:	END	:	SPTS	:	WEEK	:	DAYS	:	TOTL:
:	LINE#:	:	:	:	:	:	:	:	DATE	:	DATE	:	/WK:	:	INVT	:	:	:	SPTS:

AUG/14	15360.00	CONTRACT TOTAL	15360.00
		TOTAL SPOTS	40

MARKET TOTALS \$44,926

SVC- NSI
DEMOS- RA35+*

	A-ADD	B-BUY
MOD CODE	A-ADD	B-BUY

P-CLASS, PLAN, SECT Q-PA

7