

# CONTRACT



**WTOL-TV Toledo**  
**730 North Summit**  
**Toledo, OH 43604**  
**(419) 248-1111**

And:

**Targeted Platform Media, LLC**  
**1291 Hollywood Ave**  
**Annapolis, MD 21403**

|   |  |  |
|---|--|--|
| <u>Contract / Revision</u><br>1509675 /               |  | <u>Alt Order #</u><br>08222703                         |
| <u>Product</u><br><b>PRIORITIES USA ACTIO</b>         |  |  |
| <u>Contract Dates</u><br><b>10/18/16 - 10/24/16</b>   | <u>Estimate #</u><br><b>4561</b>           |  |
| <u>Advertiser</u><br><b>ISS/Priorities USA Action</b> |  | <u>Original Date / Revision</u><br>04/13/16 / 04/26/16 |
| <u>Billing Cycle</u><br>EOM/EOC                       | <u>Billing Calendar</u><br>Broadcast       | <u>Cash/Trade</u><br>Cash                              |
| <u>Property</u><br><b>WTOL</b>                        | <u>Account Executive</u><br>Dorie Penafiel | <u>Sales Office</u><br>HRP-Washingto                   |
| <u>Special Handling</u><br>Cash In Advance            |  |  |
| <u>Demographic</u><br>Adults 35+                      |  |  |
| <u>Agy Code</u>                                       | <u>Advertiser Code</u><br>750              | <u>Product 1/2</u><br>760                              |
| <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     |
|-------|------|-------------------|-----------------|----------------------|-------------------|------|--------|-------------|------|-----|------|-------|------------|
| N 1   | WTOL | 10/18/16          | 10/24/16        | 11pm News M-F        | 1057-1135pm       |      | :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: |      | 10/18/16          | 10/24/16        | MTWTF--              | 2                 |      |        | \$1,000.00  |      |     |      |       |            |
| D 2   | WTOL | 10/18/16          | 10/24/16        | STEPHEN COLBERT      | 1135p-1237a       |      | :30    |             |      |     | NM   | 0     | \$0.00     |
| N 3   | WTOL | 10/18/16          | 10/24/16        | Price Is Right       | Price Is Right    |      | :30    |             |      |     | NM   | 3     | \$2,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      | <u>Spots/Week</u> |      |        | <u>Rate</u> |      |     |      |       |            |
| Week: |      | 10/18/16          | 10/24/16        | MTWTF--              | 3                 |      |        | \$800.00    |      |     |      |       |            |
| N 4   | WTOL | 10/18/16          | 10/24/16        | CBS Soaps            | CBS Soaps         |      | :30    |             |      |     | NM   | 3     | \$2,400.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      | <u>Spots/Week</u> |      |        | <u>Rate</u> |      |     |      |       |            |
| Week: |      | 10/18/16          | 10/24/16        | MTWTF--              | 3                 |      |        | \$800.00    |      |     |      |       |            |
| N 5   | WTOL | 10/18/16          | 10/24/16        | NEWS 11 @ NOON       | 1158am-1230pm     |      | :30    |             |      |     | NM   | 4     | \$3,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      | <u>Spots/Week</u> |      |        | <u>Rate</u> |      |     |      |       |            |
| Week: |      | 10/18/16          | 10/24/16        | MTWTF--              | 4                 |      |        | \$800.00    |      |     |      |       |            |
| N 6   | WTOL | 10/18/16          | 10/24/16        | News 11 @ 5 PM       | NEWS 5-6pm        |      | :30    |             |      |     | NM   | 4     | \$3,200.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      | <u>Spots/Week</u> |      |        | <u>Rate</u> |      |     |      |       |            |
| Week: |      | 10/18/16          | 10/24/16        | MTWTF--              | 4                 |      |        | \$800.00    |      |     |      |       |            |
| N 7   | WTOL | 10/18/16          | 10/24/16        | News 11 @ 6 PM       | 557-630p          |      | :30    |             |      |     | NM   | 4     | \$3,600.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      | <u>Spots/Week</u> |      |        | <u>Rate</u> |      |     |      |       |            |
| Week: |      | 10/18/16          | 10/24/16        | MTWTF--              | 4                 |      |        | \$900.00    |      |     |      |       |            |
| N 8   | WTOL | 10/18/16          | 10/24/16        | YOUR MORNING 6:00 AM | 558-7am           |      | :30    |             |      |     | NM   | 3     | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      | <u>Spots/Week</u> |      |        | <u>Rate</u> |      |     |      |       |            |
| Week: |      | 10/18/16          | 10/24/16        | MTWTF--              | 3                 |      |        | \$600.00    |      |     |      |       |            |
| N 9   | WTOL | 10/18/16          | 10/24/16        | 7-730pm M-F          | M-F 658-730pm     |      | :30    |             |      |     | NM   | 2     | \$3,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      | <u>Spots/Week</u> |      |        | <u>Rate</u> |      |     |      |       |            |
| Week: |      | 10/18/16          | 10/24/16        | MTWTF--              | 2                 |      |        | \$1,500.00  |      |     |      |       |            |
| N 10  | WTOL | 10/18/16          | 10/24/16        | CBS This Morning     | 7-9am             |      | :30    |             |      |     | NM   | 4     | \$2,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      | <u>Spots/Week</u> |      |        | <u>Rate</u> |      |     |      |       |            |
| Week: |      | 10/18/16          | 10/24/16        | MTWTF--              | 4                 |      |        | \$500.00    |      |     |      |       |            |
| N 11  | WTOL | 10/18/16          | 10/24/16        | 730-8pm M-F          | M-F 730-8pm       |      | :30    |             |      |     | NM   | 4     | \$6,000.00 |
|       |      | <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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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|-------|------|-------------------|-----------------|------------------------|----------------|------|---------------|-------------------|-------------|-----|------|-------|-------------|
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |               | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
| Week: |      | 10/18/16          | 10/24/16        | MTWTF--                |                |      |               | 4                 | \$1,500.00  |     |      |       |             |
| N 12  | WTOL | 10/18/16          | 10/24/16        | News 11 @ 9AM Your Day | 858-10am       |      | :30           |                   |             |     | NM   | 3     | \$1,050.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |               | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
| Week: |      | 10/18/16          | 10/24/16        | MTWTF--                |                |      |               | 3                 | \$350.00    |     |      |       |             |
| N 13  | WTOL | 10/21/16          | 10/21/16        | FRI HOUR 3             | Friday Prime   |      | :30           |                   |             |     | NM   | 1     | \$2,750.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |               | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
| Week: |      | 10/17/16          | 10/23/16        | ----1--                |                |      |               | 1                 | \$2,750.00  |     |      |       |             |
| N 14  | WTOL | 10/21/16          | 10/21/16        | FRI HOUR 1             | Friday Prime   |      | :30           |                   |             |     | NM   | 1     | \$2,750.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |               | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
| Week: |      | 10/17/16          | 10/23/16        | ----1--                |                |      |               | 1                 | \$2,750.00  |     |      |       |             |
| N 15  | WTOL | 10/21/16          | 10/21/16        | FRI HOUR 2             | Friday Prime   |      | :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: |      | 10/17/16          | 10/23/16        | ----1--                |                |      |               | 1                 | \$3,000.00  |     |      |       |             |
| N 16  | WTOL | 10/22/16          | 10/23/16        | NEWS 11 @ 11P WEEK-END | 1057-1135pm    |      | :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: |      | 10/17/16          | 10/23/16        | -----SS                |                |      |               | 1                 | \$1,000.00  |     |      |       |             |
| N 17  | WTOL | 10/22/16          | 10/23/16        | News 11 @ 6 PM Weekend | 557-630pm      |      | :30           |                   |             |     | NM   | 1     | \$550.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |               | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
| Week: |      | 10/17/16          | 10/23/16        | -----SS                |                |      |               | 1                 | \$550.00    |     |      |       |             |
| N 18  | WTOL | 10/23/16          | 10/23/16        | FACE THE NATION        | 10:30-11:30am  |      | :30           |                   |             |     | NM   | 1     | \$800.00    |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |               | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
| Week: |      | 10/17/16          | 10/23/16        | -----1                 |                |      |               | 1                 | \$800.00    |     |      |       |             |
| N 19  | WTOL | 10/18/16          | 10/18/16        | TUE HOUR 3             | Tuesday Prime  |      | :30           |                   |             |     | NM   | 1     | \$2,750.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |               | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
| Week: |      | 10/17/16          | 10/23/16        | -1-----                |                |      |               | 1                 | \$2,750.00  |     |      |       |             |
| N 20  | WTOL | 10/18/16          | 10/24/16        | 7-730pm M-F            | M-F 658-730pm  |      | :30           |                   |             |     | NM   | 1     | \$1,500.00  |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>        |                |      |               | <u>Spots/Week</u> | <u>Rate</u> |     |      |       |             |
| Week: |      | 10/18/16          | 10/24/16        | MTWTF--                |                |      |               | 1                 | \$1,500.00  |     |      |       |             |
|       |      |                   |                 |                        |                |      | <b>Totals</b> | 0.00              |             |     |      | 44    | \$45,750.00 |

| Time Period         | # of Spots | Gross Amount | Agency Comm. | Net Amount  |
|---------------------|------------|--------------|--------------|-------------|
| 09/26/16 - 10/24/16 | 44         | \$45,750.00  | (\$6,862.50) | \$38,887.50 |
| <b>Totals</b>       | 44         | \$45,750.00  | (\$6,862.50) | \$38,887.50 |

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

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