

# CONTRACT


**WNEM.COM**
[www.wnem.com](http://www.wnem.com)

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

And:

**Strategic Media Services**  
**1911 North Ft. Myer Drive, Suite 400**  
**Arlington, VA 22209**  
**USA**

<u>Contract / Revision</u> 584974 / 4		<u>Alt Order #</u> 07149894
<u>Product</u> MI REPUBLICAN PARTY		
<u>Contract Dates</u> 10/22/14 - 10/28/14	<u>Estimate #</u>	
<u>Advertiser</u> Michigan Republican Party		<u>Original Date / Revision</u> 10/21/14 / 10/21/14
<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	Rtn	Type	Spots	Amount
1	WNEM	10/22/14	10/24/14	Wakeup 5-6a	5-6am		:30				NM	3	\$480.00
		<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	--WTF--				3	\$160.00				
2	WNEM	10/27/14	10/28/14	Wakeup 5-6a	5-6am		:30				NM	2	\$320.00
		<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	MT-----				2	\$160.00				
3	WNEM	10/22/14	10/24/14	CBS This Morning	7-9am		:30				NM	6	\$900.00
		<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	--WTF--				6	\$150.00				
4	WNEM	10/27/14	10/28/14	CBS This Morning	7-9am		:30				NM	4	\$600.00
		<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	MT-----				4	\$150.00				
5	WNEM	10/25/14	10/25/14	Wakeup (Sa) 8-9am	8-9am		:30				NM	2	\$320.00
		<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	\$160.00				
6	WNEM	10/25/14	10/25/14	CBS Sat AM 9a-11am	9a-11a		:30				NM	1	\$130.00
		<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	\$130.00				
7	WNEM	10/26/14	10/26/14	Wakeup (Su) 7-9am	7-9am		:30				NM	2	\$260.00
		<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	\$130.00				
8	WNEM	10/26/14	10/26/14	CBS Sun AM 9a-1030am	9-1030am		:30				NM	1	\$400.00
		<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	\$400.00				
9	WNEM	10/22/14	10/23/14	10a-11a	10-11a		:30				NM	2	\$280.00
		<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	--WT---				2	\$140.00				
10	WNEM	10/27/14	10/28/14	10a-11a	10-11a		:30				NM	2	\$280.00
		<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	MT-----				2	\$140.00				
N 11	WNEM	10/22/14	10/24/14	Price Is Right w/Drew Carey	11a-12n		:30				NM	5	\$1,375.00
		<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)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
584974 / 4	07149894

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/22/14 - 10/28/14	MI REPUBLICAN PART	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Michigan Republican Par	10/21/14 / 10/21/14

*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:		10/20/14	10/26/14	--WTF--				6	\$275.00				
	<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>		
	2	WNEM	10/20/14-10/26/14	Price Is Right w/Drew Carey	11a-12n	---WThF----	:30		\$275.00		NM		
	See MG 15.4												
	3	WNEM	10/20/14-10/26/14	Price Is Right w/Drew Carey	11a-12n	---WThF----	:30		\$275.00		NM		
	See MG 11.7,11.8												
	5	WNEM	10/20/14-10/26/14	Price Is Right w/Drew Carey	11a-12n	---WThF----	:30		\$275.00		NM		
	See MG 11.7,11.8												
	6	WNEM	10/20/14-10/26/14	Price Is Right w/Drew Carey	11a-12n	---WThF----	:30		\$275.00		NM		
	See MG 11.9												
	7	WNEM	10/26/14-10/26/14	Wakeup (Su) 7-9am	7-9am	-----Su	:30		\$275.00		NM		
	Ⓜ MG for 11.5,11.3												
	8	WNEM	10/26/14-10/26/14	Wakeup (Su) 7-9am	7-9am	-----Su	:30		\$275.00		NM		
	Ⓜ MG for 11.5,11.3												
	9	WNEM	10/22/14-10/24/14	Late Show w/David Letterman	1135p-1235a	---W--F----	:30		\$275.00		NM		
	Ⓜ MG for 11.6 10/24												
12	WNEM	10/27/14	10/28/14	Price Is Right w/Drew Carey	11a-12n		:30				NM	4	\$1,100.00
		<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	MT-----				4	\$275.00				
13	WNEM	10/22/14	10/24/14	TV5 Noon News	12n-1230p		:30				NM	4	\$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	--WTF--				4	\$375.00				
14	WNEM	10/27/14	10/28/14	TV5 Noon News	12n-1230p		:30				NM	2	\$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	MT-----				2	\$375.00				
N 15	WNEM	10/22/14	10/24/14	CBS Daytime	1230-2p		:30				NM	1	\$1,900.00
		<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	--WTF--				3	\$175.00				
	<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	CBS Daytime	1230-2p	---WThF----	:30		\$175.00		NM		
	See MG 15.4												
	2	WNEM	10/20/14-10/26/14	CBS Daytime	1230-2p	---WThF----	:30		\$175.00		NM		
	See MG 15.4												
	3	WNEM	10/20/14-10/26/14	CBS Daytime	1230-2p	---WThF----	:30		\$175.00		NM		
	See MG 15.4												
	4	WNEM	10/22/14-10/22/14	Wednesday 10-11pm	10-11pm	---W-----	:30		\$1,900.00		NM		
	Ⓜ MG for 26.2,11.2,15.2,15.3,15.1												
16	WNEM	10/27/14	10/28/14	CBS Daytime	1230-2p		:30				NM	2	\$350.00
		<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	MT-----				2	\$175.00				
17	WNEM	10/22/14	10/24/14	TV-5 News at 5pm	5-530pm		:30				NM	6	\$2,400.00
		<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	--WTF--				6	\$400.00				
18	WNEM	10/27/14	10/28/14	TV-5 News at 5pm	5-530pm		:30				NM	4	\$1,600.00
		<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	MT-----				4	\$400.00				
19	WNEM	10/22/14	10/24/14	TV-5 News at 530pm	530-6pm		:30				NM	6	\$2,400.00
		<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	--WTF--				6	\$400.00				
20	WNEM	10/27/14	10/28/14	TV-5 News at 530pm	530-6pm		:30				NM	4	\$1,600.00

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<u>Contract Dates</u> 10/22/14 - 10/28/14	<u>Product</u> MI REPUBLICAN PART	<u>Estimate #</u>
<u>Advertiser</u> Michigan Republican Par		<u>Original Date / Revision</u> 10/21/14 / 10/21/14

*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	MT-----				4	\$400.00				
21	WNEM	10/22/14	10/24/14	TV-5 News at 6pm	6-630pm		:30				NM	2	\$2,400.00
		<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	---W-F--				2	\$1,200.00				
22	WNEM	10/23/14	10/23/14	TV-5 News at 6pm	6-630pm		:30				NM	2	\$2,400.00
		<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	\$1,200.00				
23	WNEM	10/27/14	10/28/14	TV-5 News at 6pm	6-630pm		:30				NM	2	\$2,400.00
		<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	MT-----				2	\$1,200.00				
24	WNEM	10/22/14	10/24/14	Jeopardy	7-730pm		:30				NM	3	\$3,300.00
		<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	--WTF--				3	\$1,100.00				
25	WNEM	10/27/14	10/28/14	Jeopardy	7-730pm		:30				NM	2	\$2,200.00
		<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	MT-----				2	\$1,100.00				
N 26	WNEM	10/22/14	10/24/14	Wheel of Fortune	730-8pm		:30				NM	2	\$2,200.00
		<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	--WTF--				3	\$1,100.00				
		<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>		
		2	WNEM	10/20/14-10/26/14	Wheel of Fortune	730-8pm	---WThF----	:30	<del>\$1,100.00</del>		NM		
See MG 15.4													
27	WNEM	10/27/14	10/28/14	Wheel of Fortune	730-8pm		:30				NM	2	\$2,200.00
		<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	MT-----				2	\$1,100.00				
28	WNEM	10/25/14	10/25/14	TV-5 News Saturday	6-730pm & 730p		:30				NM	2	\$210.00
		<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	\$105.00				
29	WNEM	10/25/14	10/25/14	TV-5 News at 11pm (Sat)	11-1135p		:30				NM	2	\$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	-----2-				2	\$225.00				
30	WNEM	10/26/14	10/26/14	TV-5 News at 11pm (Sun)	11-1135p		:30				NM	2	\$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	-----2				2	\$250.00				
		<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>\$250.00</del>		NM		
See MG 30.3,30.4													
		2	WNEM	10/20/14-10/26/14	TV-5 News at 11pm (Sun)	11-1135p	-----Su	:30	<del>\$250.00</del>		NM		
See MG 30.3,30.4													
		3	WNEM	10/26/14-10/26/14	Delayed News M-SU	1130p-1205a	-----Su	:30	\$250.00		NM		
Ⓜ MG for 30.2,30.1													
		4	WNEM	10/26/14-10/26/14	Delayed News M-SU	1130p-1205a	-----Su	:30	\$250.00		NM		
Ⓜ MG for 30.2,30.1													
31	WNEM	10/22/14	10/24/14	TV5 News at 11pm (M-F)	11-1135p		:30				NM	6	\$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	--WTF--				6	\$500.00				

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Contract / Revision	Alt Order #
584974 / 4	07149894

Contract Dates	Product	Estimate #
10/22/14 - 10/28/14	MI REPUBLICAN PART	

Advertiser	Original Date / Revision
Michigan Republican Par	10/21/14 / 10/21/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div>													
2	WNEM	10/20/14-10/26/14		TV5 News at 11pm (M-F)	11-1135p	---WThF----	:30		\$500.00		NM		
See MG 31.7,31.8													
5	WNEM	10/20/14-10/26/14		TV5 News at 11pm (M-F)	11-1135p	---WThF----	:30		\$500.00		NM		
See MG 31.7,31.8													
7	WNEM	10/23/14-10/23/14		Delayed News M-SU	1115-1150p	----Th-----	:30		\$500.00		NM		
Ⓜ MG for 31.5,31.2													
8	WNEM	10/23/14-10/23/14		Delayed News M-SU	1115-1150p	----Th-----	:30		\$500.00		NM		
Ⓜ MG for 31.5,31.2													
32	WNEM	10/27/14	10/28/14	TV5 News at 11pm (M-F)	11-1135p		:30				NM	4	\$2,000.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Week:</u></div><div>10/27/14</div><div>11/02/14</div><div>MT-----</div><div>4</div><div>\$500.00</div></div></div></div></div>													
33	WNEM	10/22/14	10/24/14	Late Show w/David Letterman	1135p-1235a		:30				NM	6	\$900.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Week:</u></div><div>10/20/14</div><div>10/26/14</div><div>---WTF--</div><div>6</div><div>\$150.00</div></div></div></div></div>													
<div><div><div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Type</u></div></div></div></div></div></div>													
2	WNEM	10/20/14-10/26/14		Late Show w/David Letterman	1135p-1235a	---WThF----	:30		\$150.00		NM		
See MG 33.7,33.8													
5	WNEM	10/20/14-10/26/14		Late Show w/David Letterman	1135p-1235a	---WThF----	:30		\$150.00		NM		
See MG 33.7,33.8													
7	WNEM	10/23/14-10/23/14		Delayed Letterman	1235x-135x	----Th-----	:30		\$150.00		NM		
Ⓜ MG for 33.5,33.2													
8	WNEM	10/23/14-10/23/14		Delayed Letterman	1235x-135x	----Th-----	:30		\$150.00		NM		
Ⓜ MG for 33.5,33.2													
34	WNEM	10/27/14	10/28/14	Late Show w/David Letterman	1135p-1235a		:30				NM	4	\$600.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Week:</u></div><div>10/27/14</div><div>11/02/14</div><div>MT-----</div><div>4</div><div>\$150.00</div></div></div></div></div>													
35	WNEM	10/26/14	10/26/14	NFL Football	4p-7p		:30				NM	1	\$525.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Week:</u></div><div>10/20/14</div><div>10/26/14</div><div>-----1</div><div>1</div><div>\$525.00</div></div></div></div></div>													
36	WNEM	10/28/14	10/28/14	Tuesday 8-9pm	8-9pm		:30				NM	1	\$2,000.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div></div></div><div><div><u>Week:</u></div><div>10/27/14</div><div>11/02/14</div><div>-1-----</div><div>1</div><div>\$2,000.00</div></div></div></div></div>													
Totals												106	\$46,230.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/26/14	67	\$28,230.00	(\$4,234.50)	\$23,995.50
10/27/14 - 10/28/14	39	\$18,000.00	(\$2,700.00)	\$15,300.00
<b>Totals</b>	<b>106</b>	<b>\$46,230.00</b>	<b>(\$6,934.50)</b>	<b>\$39,295.50</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.



\*-MULTIPLE