

CONTRACT



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

WNEM.COM

www.wnem.com

And:

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

| | | |
|--|--|--|
| <u>Contract / Revision</u> 584971 / 5 | | <u>Alt Order #</u> 07149702 |
| <u>Product</u> MI REPUBLICAN PARTY | | |
| <u>Contract Dates</u> 10/01/14 - 10/07/14 | | <u>Estimate #</u> |
| <u>Advertiser</u> Michigan Republican Party | | <u>Original Date / Revision</u> 10/06/14 / 10/06/14 |
| <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 | 10/01/14 | 10/03/14 | 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: | | 09/29/14 | 10/05/14 | --WTF-- | | | | 3 | \$160.00 | | | | |
| 2 | WNEM | 10/06/14 | 10/07/14 | 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: | | 10/06/14 | 10/12/14 | MT----- | | | | 2 | \$160.00 | | | | |
| 3 | WNEM | 10/01/14 | 10/03/14 | CBS This Morning | 7-9am | | :30 | | | | NM | 3 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 09/29/14 | 10/05/14 | --WTF-- | | | | 3 | \$150.00 | | | | |
| 4 | WNEM | 10/06/14 | 10/07/14 | CBS This Morning | 7-9am | | :30 | | | | NM | 2 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/06/14 | 10/12/14 | MT----- | | | | 2 | \$150.00 | | | | |
| 5 | WNEM | 10/04/14 | 10/04/14 | Wakeup (Sa) 8-9am | 8-9am | | :30 | | | | NM | 1 | \$160.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 09/29/14 | 10/05/14 | -----1- | | | | 1 | \$160.00 | | | | |
| 6 | WNEM | 10/04/14 | 10/04/14 | 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: | | 09/29/14 | 10/05/14 | -----1- | | | | 1 | \$130.00 | | | | |
| 7 | WNEM | 10/05/14 | 10/05/14 | Wakeup (Su) 7-9am | 7-9am | | :30 | | | | NM | 1 | \$130.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 09/29/14 | 10/05/14 | -----1 | | | | 1 | \$130.00 | | | | |
| 8 | WNEM | 10/05/14 | 10/05/14 | 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: | | 09/29/14 | 10/05/14 | -----1 | | | | 1 | \$400.00 | | | | |
| 9 | WNEM | 10/01/14 | 10/03/14 | 10a-11a | 10-11a | | :30 | | | | NM | 3 | \$420.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 09/29/14 | 10/05/14 | --WTF-- | | | | 3 | \$140.00 | | | | |
| 10 | WNEM | 10/06/14 | 10/07/14 | 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: | | 10/06/14 | 10/12/14 | MT----- | | | | 2 | \$140.00 | | | | |
| 11 | WNEM | 10/01/14 | 10/03/14 | Price Is Right w/Drew Carey | 11a-12n | | :30 | | | | NM | 3 | \$825.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 09/29/14 | 10/05/14 | --WTF-- | | | | 3 | \$275.00 | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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| 584971 / 5 | 07149702 |

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|-----------------------|--------------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/01/14 - 10/07/14 | MI REPUBLICAN PART | |

| | |
|-------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Michigan Republican Par | 10/06/14 / 10/06/14 |

| *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: | | 09/29/14 | 10/05/14 | --WTF-- | | | | 3 | \$275.00 | | | | |
| 12 | WNEM | 10/06/14 | 10/07/14 | Price Is Right w/Drew Carey | 11a-12n | | :30 | | | | NM | 2 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 10/06/14 | 10/12/14 | MT----- | | | | 2 | \$275.00 | | | | |
| 13 | WNEM | 10/02/14 | 10/02/14 | TV5 Noon News | 12n-1230p | | :30 | | | | NM | 1 | \$375.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 09/29/14 | 10/05/14 | ---1--- | | | | 1 | \$375.00 | | | | |
| 14 | WNEM | 10/06/14 | 10/07/14 | 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: | | 10/06/14 | 10/12/14 | MT----- | | | | 2 | \$375.00 | | | | |
| 15 | WNEM | 10/01/14 | 10/03/14 | CBS Daytime | 1230-2p | | :30 | | | | NM | 3 | \$525.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 09/29/14 | 10/05/14 | --WTF-- | | | | 3 | \$175.00 | | | | |
| 16 | WNEM | 10/06/14 | 10/07/14 | 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: | | 10/06/14 | 10/12/14 | MT----- | | | | 2 | \$175.00 | | | | |
| 17 | WNEM | 10/01/14 | 10/01/14 | TV-5 News at 5pm | 5-530pm | | :30 | | | | NM | 2 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 09/29/14 | 10/05/14 | --2---- | | | | 2 | \$400.00 | | | | |
| 18 | WNEM | 10/02/14 | 10/03/14 | TV-5 News at 5pm | 5-530pm | | :30 | | | | NM | 2 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 09/29/14 | 10/05/14 | ---TF-- | | | | 2 | \$400.00 | | | | |
| 19 | WNEM | 10/06/14 | 10/07/14 | 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: | | 10/06/14 | 10/12/14 | MT----- | | | | 4 | \$400.00 | | | | |
| 20 | WNEM | 10/01/14 | 10/03/14 | 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: | | 09/29/14 | 10/05/14 | --WTF-- | | | | 6 | \$400.00 | | | | |
| 21 | WNEM | 10/06/14 | 10/07/14 | TV-5 News at 530pm | 530-6pm | | :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: | | 10/06/14 | 10/12/14 | MT----- | | | | 4 | \$400.00 | | | | |
| 22 | WNEM | 10/01/14 | 10/03/14 | 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: | | 09/29/14 | 10/05/14 | --W-F-- | | | | 2 | \$1,200.00 | | | | |
| 23 | WNEM | 10/02/14 | 10/02/14 | 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: | | 09/29/14 | 10/05/14 | ----2---- | | | | 2 | \$1,200.00 | | | | |
| 24 | WNEM | 10/06/14 | 10/07/14 | 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: | | 10/06/14 | 10/12/14 | MT----- | | | | 2 | \$1,200.00 | | | | |
| 25 | WNEM | 10/01/14 | 10/03/14 | 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: | | 09/29/14 | 10/05/14 | --WTF-- | | | | 3 | \$1,100.00 | | | | |
| 26 | WNEM | 10/06/14 | 10/07/14 | 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: | | 10/06/14 | 10/12/14 | MT----- | | | | 2 | \$1,100.00 | | | | |
| N 27 | WNEM | 10/04/14 | 10/04/14 | Sat 7-730pm | 7-730p | | :30 | | | | NM | 1 | \$210.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | | |
| Week: | | 09/29/14 | 10/05/14 | -----2- | | | | 2 | \$105.00 | | | | |

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| 10/01/14 - 10/07/14 | MI REPUBLICAN PART | |

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|-------------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Michigan Republican Par | 10/06/14 / 10/06/14 |

| *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> | | | | |
| <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 | 09/29/14-10/05/14 | | Sat 7-730pm | 7-730p | -----Sa-- | :30 | | \$105.00 | | NM | | |
| | | See MG 27.3,27.4 | | | | | | | | | | | |
| 2 | WNEM | 09/29/14-10/05/14 | | Sat 7-730pm | 7-730p | -----Sa-- | :30 | | \$105.00 | | NM | | |
| | | See MG 27.3,27.4 | | | | | | | | | | | |
| 3 | WNEM | 09/29/14-10/05/14 | | Sat 730-8pm | 730-8pm | -----Sa-- | :30 | | \$105.00 | | NM | | |
| | | See MG 27.5 | | | | | | | | | | | |
| 4 | WNEM | 09/29/14-10/05/14 | | Sat 730-8pm | 730-8pm | -----Sa-- | :30 | | \$105.00 | | NM | | |
| | | See MG 27.5 | | | | | | | | | | | |
| 5 | WNEM | 10/07/14-10/07/14 | | Dr. Phil | 4-5pm | -Tu----- | :30 | | \$210.00 | | NM | | |
| | | MG for 27.4,27.3 | | | | | | | | | | | |
| 28 | WNEM | 10/04/14 | 10/04/14 | 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: | | 09/29/14 | 10/05/14 | -----2- | | | | 2 | \$225.00 | | | | |
| 29 | WNEM | 10/05/14 | 10/05/14 | 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: | | 09/29/14 | 10/05/14 | -----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 | 09/29/14-10/05/14 | TV-5 News at 11pm (Sun) | 11-1135p | -----Su | :30 | \$250.00 | | NM | | |
| | | See MG 29.3,29.4 | | | | | | | | | | | |
| | | 2 | WNEM | 09/29/14-10/05/14 | TV-5 News at 11pm (Sun) | 11-1135p | -----Su | :30 | \$250.00 | | NM | | |
| | | See MG 29.3,29.4 | | | | | | | | | | | |
| | | 3 | WNEM | 10/05/14-10/05/14 | Delayed News M-SU | 1130p-1205a | -----Su | :30 | \$250.00 | | NM | | |
| | | MG for 29.1,29.2 | | | | | | | | | | | |
| | | 4 | WNEM | 10/05/14-10/05/14 | Delayed News M-SU | 1130p-1205a | -----Su | :30 | \$250.00 | | NM | | |
| | | MG for 29.1,29.2 | | | | | | | | | | | |
| 30 | WNEM | 10/01/14 | 10/03/14 | 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: | | 09/29/14 | 10/05/14 | --WTF-- | | | | 6 | \$500.00 | | | | |
| | | <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 | 09/29/14-10/05/14 | TV5 News at 11pm (M-F) | 11-1135p | ---WThF---- | :30 | \$500.00 | | NM | | |
| | | See MG 30.7,30.8 | | | | | | | | | | | |
| | | 6 | WNEM | 09/29/14-10/05/14 | TV5 News at 11pm (M-F) | 11-1135p | ---WThF---- | :30 | \$500.00 | | NM | | |
| | | See MG 30.7,30.8 | | | | | | | | | | | |
| | | 7 | WNEM | 10/02/14-10/02/14 | Delayed News M-SU | After 1130p | ----Th----- | :30 | \$500.00 | | NM | | |
| | | MG for 30.2,30.6 | | | | | | | | | | | |
| | | 8 | WNEM | 10/02/14-10/02/14 | Delayed News M-SU | After 1130p | ----Th----- | :30 | \$500.00 | | NM | | |
| | | MG for 30.2,30.6 | | | | | | | | | | | |
| 31 | WNEM | 10/06/14 | 10/07/14 | TV5 News at 11pm (M-F) | 11-1135p | | :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: | | 10/06/14 | 10/12/14 | MT----- | | | | 4 | \$500.00 | | | | |
| Totals | | | | | | | | | | | | 76 | \$32,505.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------------|---------------------|--------------------|
| 09/29/14 - 10/07/14 | 76 | \$32,505.00 | (\$4,875.75) | \$27,629.25 |
| Totals | 76 | \$32,505.00 | (\$4,875.75) | \$27,629.25 |

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| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| Michigan Republican Par | 10/06/14 / 10/06/14 |

Signature: _____ **Date:** _____

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REP HEADLINE# 7149702 TRF# 584971 REP: TEL# 610-293-4111 FAX# 610-225-1191
 \$\$\$ MOD# 3: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT6/14 11.56
 CHANGES *** WNEP-TV ***

ADV # 1204 ADV. NAME ISS/MICH. REPUBLICAN PARTY REP.# OFF.# 1584 SALESMAN #
 AGY # 1204 AGY. NAME STRATEGIC MEDIA SERVICES BUYER NAME BENJAMIN RHEAULT
 1911 NORTH FT. MYER DRIVE #400 SALES PRSN PH- JARED KELHART
 ARLINGTON, VA 22209

ORDER # MI REPUBLICAN PARTY EST# 7149702 CLASS: NATL. LOCAL REGIONAL
 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT1/14 OCT7/14 WK-1
 CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT6/14 11.56

REP: TO KELLY
 FR JARED
 OK'D M4, SEE LN 35
 TOTAL SAME
 PLS CNF THANKS

STA: ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 CON CM

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|--|-----|----|-------------|------|-----|----------|------------|----------|----------|-----------|------|-----------|
| 34 | S | | 730P-800P | 30 | | \$105.00 | 10/4 | 10/4 | 0 | | SAT | 0 |
| PROGRAM : WHEEL ORD COM1: DUE TO SEC FOOTBALL WHEEL OF FORTUNE AIRS 730-8P. PLEASE ADVISE ON ORD COM2: MAKE GOOD OFFER. THANKS THIS IS A MAKE-GOOD FOR OCT4 ON LINE-27 FOR 2 SPOTS/WK | | | | | | | | | | | | |
| 35 | A | | 400P-500P | 30 | | \$210.00 | 10/7 | 10/7 | 1 | | TUE | 1 |
| PROGRAM : DR PHIL ORD COM1: SPOTS DID NOT AIR DUE TO SPORTS OVERRUN, PLEASE ADVISE ON MAKE GOOD ORD COM2: OFFER, THANKS THIS IS A MAKE-GOOD FOR OCT4 ON LINE-34 FOR 2 SPOTS/WK | | | | | | | | | | | | |

