

# CONTRACT



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

And:

**R&R Partners, Inc**  
**Attention: Lori Payton**  
**900 South Pavilion Center Drive**  
**Las Vegas, NV 89144**

<u>Contract / Revision</u> 1589706 /		<u>Alt Order #</u>
<u>Product</u> <b>Political</b>		
<u>Contract Dates</u> <b>10/24/16 - 11/08/16</b>	<u>Estimate #</u>	
<u>Advertiser</u> <b>ISS/America Thrives</b>		<u>Original Date / Revision</u> 09/22/16 / 10/03/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WTOL</b>	<u>Account Executive</u> House WTOL	<u>Sales Office</u> WTOL
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 1268.60
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</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
N 1	WTOL	10/24/16	11/07/16	730-8pm M-F	M-F 730-8pm		:30				NM	11	\$24,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/24/16	10/30/16	MTWTF--				5	\$2,250.00	0.00			
	Week:	10/31/16	11/06/16	MTWTF--				5	\$2,250.00	0.00			
	Week:	11/07/16	11/13/16	M-----				1	\$2,250.00	0.00			
N 2	WTOL	10/24/16	11/07/16	7-730pm M-F	M-F 658-730pm		:30				NM	11	\$24,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/24/16	10/30/16	MTWTF--				5	\$2,250.00	9.20			
	Week:	10/31/16	11/06/16	MTWTF--				5	\$2,250.00	9.20			
	Week:	11/07/16	11/13/16	M-----				1	\$2,250.00	9.20			
N 3	WTOL	10/24/16	11/08/16	CBS This Morning	7-9am		:30				NM	24	\$13,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/24/16	10/30/16	MTWTF--				10	\$550.00	8.10			
	Week:	10/31/16	11/06/16	MTWTF--				10	\$550.00	8.10			
	Week:	11/07/16	11/13/16	MT-----				4	\$550.00	8.10			
N 4	WTOL	10/24/16	11/07/16	News 11 @ 6 PM	557-630p		:30				NM	11	\$12,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/24/16	10/30/16	MTWTF--				5	\$1,100.00	17.10			
	Week:	10/31/16	11/06/16	MTWTF--				5	\$1,100.00	17.10			
	Week:	11/07/16	11/13/16	M-----				1	\$1,100.00	17.10			
N 5	WTOL	10/24/16	11/08/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	11	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/24/16	10/30/16	MTWTF--				5	\$1,000.00	15.50			
	Week:	10/31/16	11/06/16	MTWTF--				5	\$1,000.00	15.50			
	Week:	11/07/16	11/13/16	MT-----				1	\$1,000.00	15.50			
N 6	WTOL	10/24/16	11/07/16	11pm News M-F	1057-1135pm		:30				NM	11	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/24/16	10/30/16	MTWTF--				5	\$1,000.00	10.70			
	Week:	10/31/16	11/06/16	MTWTF--				5	\$1,000.00	10.70			
	Week:	11/07/16	11/13/16	M-----				1	\$1,000.00	10.70			
N 7	WTOL	10/24/16	11/06/16	NFL Football	NFL Football		:30				NM	2	\$8,000.00

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

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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>Contract / Revision</u> 1589706 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/24/16 - 11/08/16		<u>Product</u> Political
<u>Advertiser</u> ISS/America Thrives		<u>Estimate #</u>
<u>Original Date / Revision</u> 09/22/16 / 10/03/16		

*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>Rating</u>			
Week:		10/24/16	10/30/16	-----1				1	\$4,000.00	18.20			
Week:		10/31/16	11/06/16	-----1				1	\$4,000.00	18.20			
N 8	WTOL	10/24/16	11/06/16	NFL Football	NFL Football		:30				NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1				1	\$4,000.00	18.20			
Week:		10/31/16	11/06/16	-----1				1	\$4,000.00	18.20			
N 9	WTOL	10/24/16	11/07/16	MON HOUR 3	Monday Prime		:30				NM	3	\$8,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	1-----				1	\$2,750.00	9.10			
Week:		10/31/16	11/06/16	1-----				1	\$2,750.00	9.10			
Week:		11/07/16	11/13/16	1-----				1	\$2,750.00	9.10			
N 10	WTOL	10/24/16	11/01/16	TUE HOUR 1	Tuesday Prime		:30				NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-1-----				1	\$3,500.00	19.60			
Week:		10/31/16	11/06/16	-1-----				1	\$3,500.00	19.60			
N 11	WTOL	10/24/16	11/06/16	SUN HOUR 1	Sunday Prime		:30				NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1				1	\$3,500.00	11.20			
Week:		10/31/16	11/06/16	-----1				1	\$3,500.00	11.20			
N 12	WTOL	10/24/16	11/06/16	SUN HOUR 3	Sunday Prime		:30				NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1				1	\$3,000.00	8.30			
Week:		10/31/16	11/06/16	-----1				1	\$3,000.00	8.30			
N 13	WTOL	10/24/16	11/04/16	FRI HOUR 2	Friday Prime		:30				NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--				1	\$3,000.00	10.50			
Week:		10/31/16	11/06/16	----1--				1	\$3,000.00	10.50			
N 14	WTOL	10/24/16	11/04/16	FRI HOUR 3	Friday Prime		:30				NM	2	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	----1--				1	\$2,750.00	11.10			
Week:		10/31/16	11/06/16	----1--				1	\$2,750.00	11.10			
N 15	WTOL	10/24/16	11/02/16	WED HOUR 2	Wednesday Prime		:30				NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	--1----				1	\$2,000.00	7.90			
Week:		10/31/16	11/06/16	--1----				1	\$2,000.00	7.90			
N 16	WTOL	10/24/16	11/05/16	SAT HOUR 3	Saturday Prime		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1-				1	\$1,500.00	4.80			
Week:		10/31/16	11/06/16	-----1-				1	\$1,500.00	4.80			
N 17	WTOL	10/24/16	11/07/16	STEPHEN COLBERT	1135p-1237a		:30				NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	MTWTF--				3	\$350.00	5.00			
Week:		10/31/16	11/06/16	MTWTF--				3	\$350.00	5.00			
Week:		11/07/16	11/13/16	M-----				1	\$350.00	5.00			
N 18	WTOL	10/24/16	11/06/16	CBS Sunday Morning	9-10:30am		:30				NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1				1	\$800.00	8.70			

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Week:		10/31/16	11/06/16	-----1				1	\$800.00	8.70			
N 19	WTOL	10/24/16	11/05/16	AM SATURDAY	8-10am		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----1-				1	\$350.00	6.90			
Week:		10/31/16	11/06/16	-----1-				1	\$350.00	6.90			
N 20	WTOL	11/07/16	11/08/16	NEWS 11 @ NOON	1158am-1230pm		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				1	\$1,000.00	13.10			
N 21	WTOL	10/24/16	11/08/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	11	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	MTWTF--				5	\$1,000.00	15.50			
Week:		10/31/16	11/06/16	MTWTF--				5	\$1,000.00	15.50			
Week:		11/07/16	11/13/16	MT-----				1	\$1,000.00	15.50			
<b>Totals</b>								1268.60				123	\$176,300.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	55	\$80,700.00	(\$12,105.00)	\$68,595.00
10/31/16 - 11/08/16	68	\$95,600.00	(\$14,340.00)	\$81,260.00
<b>Totals</b>	123	\$176,300.00	(\$26,445.00)	\$149,855.00

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

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