

CONTRACT**WNEM.COM**

www.wnem.com

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

And:

Greer Margolis Mitchell Burns, Inc (GMMB)
3050 K St NW
Washington, DC 20007

Contract / Revision 892672 /		Alt Order # 09171047
Product D/WHITMER FOR GOVERNOR		
Contract Dates 07/17/18 - 07/23/18		Estimate # 6645
Advertiser Gretchen Whitmer for Governor		Original Date / Revision 07/17/18 / 07/17/18
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WNEM	Account Executive Nile Noyles	Sales Office TELEREP-WAS
Special Handling		
Demographic Adults 35+		
Agy Code	Advertiser Code 410	Product 1/2 437
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
1	WNEM	07/17/18	07/23/18	Wakeup 6-7a	6-7a		:30			IMP	NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/18	07/23/18	MTWTF--				1	\$190.00				
2	WNEM	07/17/18	07/23/18	CBS This Morning	7-9am		:30			PMT	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/18	07/23/18	MTWTF--				4	\$200.00				
3	WNEM	07/17/18	07/23/18	WNEM TV5 News @ 5M-F 9a-10a			:30			IMP	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/18	07/23/18	MTWTF--				3	\$60.00				
4	WNEM	07/21/18	07/21/18	Wakeup (Sa) 8-9am	8-9am		:30			IMP	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	-----1-				1	\$75.00				
5	WNEM	07/22/18	07/22/18	Wakeup (Su) 7-9am	7-9am		:30			IMP	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	-----1				1	\$60.00				
6	WNEM	07/17/18	07/23/18	Price Is Right w/Drew	11a-12n		: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:		07/17/18	07/23/18	MTWTF--				2	\$350.00				
7	WNEM	07/17/18	07/23/18	TV5 Noon News	12n-1230p		:30			IMP	NM	3	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/18	07/23/18	MTWTF--				3	\$145.00				
8	WNEM	07/17/18	07/23/18	Dr. Phil	4-5pm		:30			IMP	NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/18	07/23/18	MTWTF--				3	\$90.00				
9	WNEM	07/17/18	07/23/18	TV-5 News at 5pm	5-530pm		:30			PMT	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/18	07/23/18	MTWTF--				2	\$400.00				
10	WNEM	07/17/18	07/23/18	TV-5 News at 530pm	530-6pm		:30			PMT	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/18	07/23/18	MTWTF--				2	\$400.00				
11	WNEM	07/17/18	07/23/18	TV-5 News at 6pm	6-630pm		:30			PMT	NM	1	\$750.00

(* 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 #
892672 /	09171047

Contract Dates	Product	Estimate #
07/17/18 - 07/23/18	D/WHITMER FOR GOV	6645

Advertiser	Original Date / Revision
Gretchen Whitmer for Go	07/17/18 / 07/17/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/18	07/23/18	MTWTF--				1	\$750.00				
12	WNEM	07/23/18	07/23/18	CBS Evening News (M630-7pm			:30			IMP	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	2-----				2	\$450.00				
13	WNEM	07/22/18	07/22/18	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>				
Week:		07/16/18	07/22/18	-----1				1	\$125.00				
14	WNEM	07/17/18	07/23/18	Jeopardy	7-730pm		:30			IMP	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/18	07/23/18	MTWTF--				3	\$300.00				
15	WNEM	07/17/18	07/23/18	Wheel of Fortune	730-8pm		:30			IMP	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/18	07/23/18	MTWTF--				2	\$300.00				
D 16	WNEM	07/19/18	07/19/18	Thursday 9-10pm	9-10pm		:30			IMP	NM	0	\$0.00
17	WNEM	07/22/18	07/22/18	60 Minutes	7-8pm		:30			IMP	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	-----1				1	\$350.00				
18	WNEM	07/17/18	07/23/18	TV5 News at 11pm (M11-1135p			:30			IMP	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/18	07/23/18	MTWTF--				2	\$200.00				
19	WNEM	07/17/18	07/23/18	M-F 1135p-1237x	1135p-1235a		:30			IMP	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/17/18	07/23/18	MTWTF--				1	\$75.00				
N 20	WNEM	07/18/18	07/23/18	TV5 News at 11pm (M11-1135p		M-WTF--	:30	0	\$200.00	IMP	NM	1	\$200.00
N 21	WNEM	07/22/18	07/22/18	Big Brother	8-9pm		:30			IMP	NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	-----S				1	\$385.00				
N 22	WNEM	07/21/18	07/21/18	Me, Myself & I/Living E9-10p			:30			IMP	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	-----S-				1	\$125.00				
N 23	WNEM	07/19/18	07/20/18	TV 5 News @ 4:30a	TV 5 News @ 4:3		:30			IMP	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/16/18	07/22/18	---TF--				2	\$20.00				
Totals												40	\$9,160.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/25/18 -07/23/18	40	\$9,160.00	(\$1,374.00)	\$7,786.00
Totals	40	\$9,160.00	(\$1,374.00)	\$7,786.00

Signature: _____ Date: _____

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REP HEADLINE# 9171047
\$\$\$ UNAPPROVED REV #1

REP HEADLINE# 9171047 TRF# 892672
\$\$\$ UNAPPROVED REV #1 \$\$\$

ADV # ADV #

AGY	#	AGY
379		

ORDER # CONTRACT # 9171047

PRDCT WHITMER FOR GOVERNOR EST#6645 COMMENTS: (LINE, ORDER,

FLIGHT DATES	JUL17/18	JUL23/18	WK-1
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CITY TAX	STATE TAX	CO-OP BILLING NEEDED

REP: MAKEGOOD ML
N/A LINE 16/
NCIT
PLEASE CONF
JBF

GRETCHEN WHITMER FOR GOVERNOR

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	ST
LINE#	:	:	:	:	:	:	:

AGENCY ADVERTSER CODE = 410

AGENCY ADVANCE AGENCY PROC

DATE	DESCRIPTION	AMOUNT	BALANCE
7/1	7/1	\$750.00	30
7/2	7/2	\$750.00	30

PROGRAM : BIO
CON COM1: BIO

REP HEADLINE# 9171047 TRF# 892672 REP: TEL# 703-528-9380 FAX# 703-516-9680
\$\$\$ UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM REP JUL17/18 12.49
*** CHANGES *** ** WNM-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20	A		800P-900P	30		\$550.00	7/17	7/17	1		TUE	1
PROGRAM : NCIS ORD COM1: SPOT NA AS IT IS NOT ON THE RATE CARD. PLEASE ADVISE ON MAKE GOOD ORD COM2: OFFER. THANKS THIS IS A MAKE-GOOD FOR JUL19 ON LINE-16 FOR 1 SPOT/WK												
21	A		1100P-1135P	30		\$200.00	7/17	7/20	1		TU-F	1
PROGRAM : LATE NEWS ORD COM1: SPOT NA AS IT IS NOT ON THE RATE CARD. PLEASE ADVISE ON MAKE GOOD ORD COM2: OFFER. THANKS PART OF A MAKEGOOD MADE UP OF LINES 20-21 STATION MAKEGOOD OFFERS: M1 OK'D BUY#16 MISSED: THU/900P-1000P JUL19 30S \$750.00 (JUL16/18) OFFER: TUE/800P-900P JUL17 30S \$550.00 PLS ADVISE. & TU-F/1100P-1135P JUL17 30S \$200.00 CMT: SPOT NA AS IT IS NOT ON THE RATE CARD. PLEASE ADVISE ON MAKE GOOD CMT: OFFER. THANKS												
JUL/18			\$9,160.00									
CONTRACT TOTAL										\$9,160.00		
TOTAL SPOTS										37		

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

385
Buy Order - 385
July 9-10 we will have 5
125

REP HEADLINE# 9171047 TRF# 892672 REP: TEL# 703-528-9380 FAX# 703-516-9680
\$\$\$ UNAPPROVED REV #2 \$\$\$ ORDER WORKSHEET HARRIS REPORT FROM REP JUL17/18 16.15
*** CHANGES *** ** WNEB-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22	A		800P-900P	30		\$385.00	7/22	7/22	1		SUN	1
PROGRAM : BIG BROTHER ORD COM1: SPOT NA DUE TO LOG DEADLINES. PLEASE ADVISE ON MAKE GOOD OFFER. THANKS THIS IS A MAKE-GOOD FOR JUL17 ON LINE-20 FOR 1 SPOT/WK												
23	A		900P-1000P	30		\$125.00	7/21	7/21	1		SAT	1
PROGRAM : ME, MYSELF & I / LIVING BIB ORD COM1: SPOT NA DUE TO LOG DEADLINES. PLEASE ADVISE ON MAKE GOOD OFFER. THANKS PART OF A MAKEGOOD MADE UP OF LINES 22-24												
24	A		430A-500A	30		\$20.00	7/19	7/20	2		TH-F	2
PROGRAM : WAKEUP ORD COM1: SPOT NA DUE TO LOG DEADLINES. PLEASE ADVISE ON MAKE GOOD OFFER. THANKS PART OF A MAKEGOOD MADE UP OF LINES 22-24												
STATION MAKEGOOD OFFERS:												
M2	OK'D	BUY#20	MISSED: TUE/800P-900P OFFER: SUN/800P-900P & SAT/900P-1000P & TH-F/430A-500A CMT: SPOT NA DUE TO LOG DEADLINES. PLEASE ADVISE ON MAKE GOOD OFFER. THANKS									
							JUL17		30S	\$550.00	(JUL17/18)	
							JUL22		30S	\$385.00	PLS ADVISE.	
							JUL21		30S	\$125.00		
							JUL19 (2/WK)		30S	\$20.00		
							CONTRACT TOTAL					
							TOTAL SPOTS					
							\$9,160.00					
							40					

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI
DEMOS- RA35+*
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE