

CONTRACT



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

And:

Nebo Media, Inc
1911 North Ft Myer Drive, Suite 400
Arlington, VA 22209

<u>Contract / Revision</u> 1208789 /		<u>Alt Order #</u> 07454235
<u>Product</u> ZORN FOR SENATE		
<u>Contract Dates</u> 10/21/14 - 10/28/14	<u>Estimate #</u>	
<u>Advertiser</u> POL/Zorn, Dale/R/State Senate/MI		<u>Original Date / Revision</u> 10/20/14 / 10/21/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTOL	<u>Account Executive</u> Matthew Norten	<u>Sales Office</u> HRP-Washington
<u>Special Handling</u> Cash In Advance		
<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	Type	Spots	Amount
N 1	WTOL	10/21/14	10/23/14	CBS This Morning	7-9am		: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	-T-T---	2			\$250.00				
N 2	WTOL	10/27/14	10/27/14	CBS This Morning	7-9am		:30			NM	1	\$250.00
		<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	1-----	1			\$250.00				
N 3	WTOL	10/21/14	10/23/14	YOUR MORNING 6:00 AM	558-7am		:30			NM	2	\$700.00
		<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	-T-T---	2			\$350.00				
N 4	WTOL	10/27/14	10/27/14	YOUR MORNING 6:00 AM	558-7am		:30			NM	1	\$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	1-----	1			\$350.00				
N 5	WTOL	10/21/14	10/24/14	DR. PHIL	3:58-5p		: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:		10/20/14	10/26/14	-TW-F--	3			\$350.00				
N 6	WTOL	10/27/14	10/27/14	DR. PHIL	3:58-5p		:30			NM	1	\$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	1-----	1			\$350.00				
N 7	WTOL	10/21/14	10/24/14	NEWS 11 @ NOON	1158am-1230pm		:30			NM	4	\$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	-TWTF--	4			\$350.00				
N 8	WTOL	10/27/14	10/27/14	NEWS 11 @ NOON	1158am-1230pm		:30			NM	1	\$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	1-----	1			\$350.00				
N 9	WTOL	10/26/14	10/26/14	CBS Sunday Morning	9-10:30am		:30			NM	1	\$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	-----1	1			\$450.00				
N 10	WTOL	10/27/14	10/27/14	News 11 @ 5 PM	NEWS 5-6pm		:30			NM	1	\$500.00
		<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	1-----	1			\$500.00				
N 11	WTOL	10/25/14	10/25/14	News 11 @ 6PM Wk-end Lat	Late Run 6pm New		:30			NM	1	\$500.00
		<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.

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.



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

<u>Contract / Revision</u> 1208789 /		<u>Alt Order #</u> 07454235
<u>Contract Dates</u> 10/21/14 - 10/28/14	<u>Product</u> ZORN FOR SENATE	<u>Estimate #</u>
<u>Advertiser</u> POL/Zorn, Dale/R/State S		<u>Original Date / Revision</u> 10/20/14 / 10/21/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	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	-----S-				1	\$500.00			
N 12	WTOL	10/22/14	10/22/14	News 11 @ 6 PM	557-630p		:30			NM	1	\$600.00
		<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	\$600.00			
N 13	WTOL	10/27/14	10/27/14	News 11 @ 6 PM	557-630p		:30			NM	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	1-----				1	\$600.00			
D 14	WTOL	10/24/14	10/24/14	CBS EVENING NEWS	630-7pm		:30			NM	0	\$0.00
N 15	WTOL	10/25/14	10/25/14	NEWS 11 @ 11P WEEK-END	1057-1135pm		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	-----S-				1	\$800.00			
N 16	WTOL	10/21/14	10/23/14	730-8pm M-F	M-F 730-8pm		:30			NM	2	\$1,800.00
		<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	-T-T---				2	\$900.00			
	<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	WTOL	10/20/14-10/26/14	730-8pm M-F	M-F 730-8pm	-Tu-Th----	:30		\$900.00	NM		
	See MG 16.3											
	3	WTOL	10/22/14-10/24/14	730-8pm M-F	M-F 730-8pm	---W--F---	:30		\$900.00	NM		
	Ⓜ MG for 16.2 10/23											
N 17	WTOL	10/27/14	10/27/14	730-8pm M-F	M-F 730-8pm		:30			NM	1	\$900.00
		<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	1-----				1	\$900.00			
N 18	WTOL	10/22/14	10/24/14	7-730pm M-F	M-F 658-730pm		:30			NM	2	\$1,800.00
		<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	\$900.00			
N 19	WTOL	10/24/14	10/24/14	BLUE BLOODS	Friday Prime		: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:		10/20/14	10/26/14	----1--				1	\$1,500.00			
N 20	WTOL	10/21/14	10/21/14	NCIS	Tuesday Prime		:30			NM	1	\$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	-1-----				1	\$2,500.00			
N 21	WTOL	10/22/14	10/24/14	News 11 @ 5 PM	NEWS 5-6pm		:30			NM	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--				1	\$500.00			
N 22	WTOL	10/22/14	10/24/14	News 11 @ 6 PM	557-630p		:30			NM	1	\$600.00
		<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--				1	\$600.00			
N 23	WTOL	10/22/14	10/24/14	11pm News M-F	1057-1135pm		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	--WTF--				1	\$800.00			
Totals											31	\$18,800.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/26/14	24	\$15,500.00	(\$2,325.00)	\$13,175.00
10/27/14 - 10/27/14	7	\$3,300.00	(\$495.00)	\$2,805.00
Totals	31	\$18,800.00	(\$2,820.00)	\$15,980.00

(* 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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

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.



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

<u>Contract / Revision</u> 1208789 /		<u>Alt Order #</u> 07454235
<u>Contract Dates</u> 10/21/14 - 10/28/14	<u>Product</u> ZORN FOR SENATE	<u>Estimate #</u>
<u>Advertiser</u> POL/Zorn, Dale/R/State S		<u>Original Date / Revision</u> 10/20/14 / 10/21/14

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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

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.