

# CONTRACT



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

<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-Washingto
<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>	

And:

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

*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>			
Week:		10/25/14	10/25/14					1	\$500.00			

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

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<u>Contract Dates</u> 10/21/14 - 10/28/14		<u>Product</u> ZORN FOR SENATE
<u>Advertiser</u> POL/Zorn, Dale/R/State S		<u>Estimate #</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-EN	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	<del>\$900.00</del>	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			
<b>Totals</b>											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
<b>Totals</b>	31	\$18,800.00	(\$2,820.00)	\$15,980.00

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

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