

## CONTRACT



WNEM.COM

www.wnem.com

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

And:

**Marketing Resource Group**  
**Attention: Kristin Keller**  
**225 S. Washington Square**  
**Lansing, MI 48933**  
**USA**

<u>Contract / Revision</u> 610214 /		<u>Alt Order #</u>
<u>Product</u> Local Political		
<u>Contract Dates</u> 10/20/14 - 11/03/14	<u>Estimate #</u> 14-JUS-900 (ADDITION)	
<u>Advertiser</u> David Viviano For Justice & Brian Zahra For		<u>Original Date / Revision</u> 10/29/14 / 10/29/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WNEM	<u>Account Executive</u> Local Political Local	<u>Sales Office</u> Local-WNEM
<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	PCode	Rtn	Type	Spots	Amount
1	WNEM	10/20/14	11/03/14	Let's Make a Deal	10-11a		:30			PMT		NM	3	\$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	MTWTF--				1	\$200.00					
	Week:	10/27/14	11/02/14	MTWTF--				1	\$200.00					
	Week:	11/03/14	11/09/14	M-----				1	\$200.00					
N 2	WNEM	10/20/14	11/03/14	Price Is Right w/Drew Carey	11a-12n		:30			PMT		NM	3	\$975.00
		<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	MTWTF--				2	\$325.00					
	Week:	10/27/14	11/02/14	MTWTF--				3	\$325.00					
	<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>		
	3	WNEM	10/27/14-11/02/14	Price Is Right w/Drew Carey	11a-12n	MTuWThF----	:30		<del>\$325.00</del>			NM		
			See MG 3.8,3.9,3.10											
	4	WNEM	10/27/14-11/02/14	Price Is Right w/Drew Carey	11a-12n	MTuWThF----	:30		<del>\$325.00</del>			NM		
			See MG 3.8,3.9,3.10											
	7	WNEM	10/27/14-11/02/14	Price Is Right w/Drew Carey	11a-12n	MTuWThF----	:30		<del>\$325.00</del>			NM		
			See MG 3.8,3.9,3.10											
	Week:	11/03/14	11/09/14	M-----				1	\$325.00					
N 3	WNEM	10/20/14	11/03/14	CBS Daytime	1230-2p		:30			PMT		NM	7	\$4,925.00
		<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	MTWTF--				3	\$200.00					
	Week:	10/27/14	11/02/14	MTWTF--				3	\$200.00					
	<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>		
	4	WNEM	10/27/14-11/02/14	CBS Daytime	1230-2p	MTuWThF----	:30		<del>\$200.00</del>			NM		
			See MG 3.8,3.9,3.10											
	5	WNEM	10/27/14-11/02/14	CBS Daytime	1230-2p	MTuWThF----	:30		<del>\$200.00</del>			NM		
			See MG 3.8,3.9,3.10											
	6	WNEM	10/27/14-11/02/14	CBS Daytime	1230-2p	MTuWThF----	:30		<del>\$200.00</del>			NM		
			See MG 3.8,3.9,3.10											
	8	WNEM	11/03/14-11/03/14	Mon 8-9pm	8-9p	M-----	:30		\$2,500.00			NM		
	Ⓜ	MG for 2.7,3.5,5.6,5.5,5.4,3.6,2.4,2.3,3.4												
	9	WNEM	11/03/14-11/03/14	Jeopardy	7-730pm	M-----	:30		\$1,200.00			NM		
	Ⓜ	MG for 2.7,3.5,5.6,5.5,5.4,3.6,2.4,2.3,3.4												
	10	WNEM	11/03/14-11/03/14	Wakeup 6-7a	6-7a	M-----	:30		\$425.00			NM		
	Ⓜ	MG for 2.7,3.5,5.6,5.5,5.4,3.6,2.4,2.3,3.4												

(\* 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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**Saginaw, MI 48607**  
**(989)755-8191**

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<u>Contract / Revision</u> 610214 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/20/14 - 11/03/14	<u>Product</u> Local Political	<u>Estimate #</u> 14-JUS-900 (ADDITIONAL)
<u>Advertiser</u> David Viviano For Justice		<u>Original Date / Revision</u> 10/29/14 / 10/29/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/03/14	11/09/14	M-----				1	\$200.00					
4	WNEM	10/20/14	11/03/14	Dr. Phil	4-5pm		:30			PMT		NM	7	\$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	MTWTF--				3	\$200.00					
Week:		10/27/14	11/02/14	MTWTF--				3	\$200.00					
Week:		11/03/14	11/09/14	M-----				1	\$200.00					
N 5	WNEM	10/20/14	11/03/14	Jeopardy	7-730pm		:30			PMT		NM	4	\$3,400.00
		<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	MTWTF--				3	\$850.00					
Week:		10/27/14	11/02/14	MTWTF--				3	\$850.00					
	<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>		
	4	WNEM	10/27/14-11/02/14	Jeopardy	7-730pm	MTuWThF----	:30		<del>\$850.00</del>			NM		
	See MG 3.8,3.9,3.10													
	5	WNEM	10/27/14-11/02/14	Jeopardy	7-730pm	MTuWThF----	:30		<del>\$850.00</del>			NM		
	See MG 3.8,3.9,3.10													
	6	WNEM	10/27/14-11/02/14	Jeopardy	7-730pm	MTuWThF----	:30		<del>\$850.00</del>			NM		
	See MG 3.8,3.9,3.10													
Week:		11/03/14	11/09/14	M-----				1	\$850.00					
6	WNEM	10/20/14	11/03/14	Wheel of Fortune	730-8pm		:30			PMT		NM	3	\$2,550.00
		<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	MTWTF--				1	\$850.00					
Week:		10/27/14	11/02/14	MTWTF--				1	\$850.00					
Week:		11/03/14	11/09/14	M-----				1	\$850.00					
<b>Totals</b>													<b>27</b>	<b>\$13,850.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/26/14	13	\$5,450.00	(\$817.50)	\$4,632.50
10/27/14 - 11/03/14	14	\$8,400.00	(\$1,260.00)	\$7,140.00
<b>Totals</b>	<b>27</b>	<b>\$13,850.00</b>	<b>(\$2,077.50)</b>	<b>\$11,772.50</b>

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

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