



**WNWO**  
**300 Byrne Rd**  
**Toledo, OH 43615-6217**  
**(419) 535-0024**

# CONTRACT

<u>Contract / Revision</u> 471026 /		<u>Alt Order #</u>
<u>Product</u> Mayor 2015		
<u>Contract Dates</u> 10/28/15 - 11/03/15		<u>Estimate #</u>
<u>Advertiser</u> Carty Finkbeiner for Mayor-Independent		<u>Original Date / Revision</u> 11/02/15 / 11/02/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WNWO	<u>Account Executive</u> House House-Toledo	<u>Sales Office</u> Local-Toledo
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**Carty Finkbeiner for Mayor-Independent**  
**2350 W Laskey Rd**  
**Toledo, OH 43613**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WNWO	10/28/15	11/02/15	M-F 730p-8p	730p-8p		:30				NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/26/15	11/01/15	--11---				2	\$175.00				
Week:		11/02/15	11/08/15	1-----				1	\$175.00				
2	WNWO	10/29/15	11/02/15	M-F 11p-1135p News	11p-1135p		:30				NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/26/15	11/01/15	---11--				2	\$75.00				
Week:		11/02/15	11/08/15	1-----				1	\$75.00				
N 3	WNWO	11/02/15	11/02/15	M-F 3p-4p	3p-4p		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/02/15	11/08/15	M-----				2	\$50.00				
N 4	WNWO	11/02/15	11/02/15	M-F 6p-630p	6p-630p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/02/15	11/08/15	M-----				1	\$125.00				
N 5	WNWO	11/02/15	11/02/15	M-F 630p NBC Nightly News	630p-7p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/02/15	11/08/15	M-----				1	\$125.00				
N 6	WNWO	11/02/15	11/02/15	M-F 7p-730p	7p-730p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/02/15	11/08/15	M-----				1	\$175.00				
N 7	WNWO	11/03/15	11/03/15	M-F 5a-6a	5a-6a		:30				NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/02/15	11/08/15	-T-----				2	\$30.00				
N 8	WNWO	11/03/15	11/03/15	Today Show	7a-9a		:30				NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/02/15	11/08/15	-T-----				1	\$120.00				
N 9	WNWO	11/02/15	11/02/15	Mon Prime Other/Specials	7:58 PM-10:00 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/02/15	11/08/15	M-----				1	\$500.00				
<b>Totals</b>								<b>0.00</b>				<b>15</b>	<b>\$1,955.00</b>

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

Net 30-Payment is due within 30 days from invoice date. Station owned or provided services by the Sinclair Broadcast Group.

Warranty-We warrant the above broadcasts were made according to the official station log. Please note that we do not notarize invoices since the purpose of placing a notary seal on a document is to guaranty the authenticity of an individual's signature and not to certify the accuracy of commercial aired.



**WNWO**  
**300 Byrne Rd**  
**Toledo, OH 43615-6217**  
**(419) 535-0024**

Contract / Revision	Alt Order #
471026 /	

Contract Dates	Product	Estimate #
10/28/15 - 11/03/15	Mayor 2015	

Advertiser	Original Date / Revision
Carty Finkbeiner for Mayc	11/02/15 / 11/02/15

Time Period	# of Spots	Gross Amount	Net Amount
10/26/15 - 11/03/15	15	\$1,955.00	\$1,955.00
<b>Totals</b>	<b>15</b>	<b>\$1,955.00</b>	<b>\$1,955.00</b>

Signature: Laura StewartDate: 11/2/15

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at ...<http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

*[Handwritten Signature]* 11/2/15

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## Laura Stewart

---

**From:** Charity T. Freeman  
**Sent:** Monday, November 02, 2015 9:01 AM  
**To:** Laura Stewart  
**Subject:** Fwd: Carty

Charity Traylor Freeman  
General Sales Manager  
NBC 24/WNWO

Begin forwarded message:

**From:** <phuber@buckeye-express.com>  
**Date:** October 31, 2015 at 10:13:58 AM EDT  
**To:** "Charity T. Freeman" <ctfreeman@chestv.com>  
**Subject: Re: Carty**

Since I can add Monday, let's add the following

Monday, November 2 -

Steve Harvey, 3-4 p.m., (2) :30 second spots, Tier 3, \$50 each

WNWO News @6, 6-6:30 p.m., (1) :30 second, Tier 3, \$125

NBC Nightly News, 6:30-7 pm, (1) :30 second, Tier 3 \$125

Celebrity Name Game, 7-7:30 p.m., (1) :30 second, Tier 3, \$175

Tuesday, November 3 -

News, 5-6 a.m., (2) :30 second, Tier 3, \$30 each

Today Show 1, 7-9 am, ~~(2)~~ :30 second, Tier 3, \$120 each

Can you let me know if these spots are available at these rates? And give me a total for the check.

If I don't call you (I'll be in an airport), please telephone or text me at (419)349.8559 with check amount.

Thank you!

Paulette

On 2015-10-31 09:30, Charity T. Freeman wrote:

If you want to let me know an amount I can give you a schedule suggestion.

Charity Traylor Freeman  
General Sales Manager  
NBC 24/WNWO

On Oct 31, 2015, at 8:33 AM, "[phuber@buckeye-express.com](mailto:phuber@buckeye-express.com)" <[phuber@buckeye-express.com](mailto:phuber@buckeye-express.com)> wrote:

Charity, I know this is crazy last minute.

But is there any possibility of adding a few more commercials or Carty. We got a late contribution and I have some cash to spend. No need to leave money in the bank account when the election is Tuesday.

Are any spots available around WNWO newscasts on Sunday night, Monday any time, or Tuesday morning?

I'd take other recommendations as well.

I'm very sorry for the late request.

Paulette

(419)349.8559

## Laura Stewart

---

**From:** Charity T. Freeman  
**Sent:** Monday, November 02, 2015 9:00 AM  
**To:** Laura Stewart  
**Subject:** FW: Carty

**Charity Traylor Freeman**  
**General Sales Manager – WNWO**  
**300 S. Byrne Rd, Toledo, OH 43615**  
**419-725-6509 office**  
**260.750.1737 mobile**



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**From:** [phuber@buckeye-express.com](mailto:phuber@buckeye-express.com) [<mailto:phuber@buckeye-express.com>]  
**Sent:** Monday, November 02, 2015 8:59 AM  
**To:** Charity T. Freeman  
**Subject:** RE: Carty

Yes. Yes. Yes.

Add the Voice! Calling treasurer to write check now!!!

Thank you! Just keep rotating the two spots 50-50.

Paulette

OH 2821  
OH 2841  
Carty 2015 Rev 01  
Only One 30

On 2015-11-02 08:52, Charity T. Freeman wrote:

I was actually just typing an email to you. You can get in The Voice for \$500 tonight.

The total on the other spots you wanted is \$705. If you add The Voice the total would be \$1205. If you can get a check here by Noon I can get these all written on. I also just need you to respond to this email and say what spot you want us to run.

Thanks!

**Charity Traylor Freeman**

**General Sales Manager – WNWO**

**300 S. Byrne Rd, Toledo, OH 43615**

**419-725-6509 office**

**260.750.1737 mobile**



**From:** [phuber@buckeye-express.com](mailto:phuber@buckeye-express.com) [mailto:[phuber@buckeye-express.com](mailto:phuber@buckeye-express.com)]

**Sent:** Monday, November 02, 2015 8:48 AM

**To:** Charity T. Freeman

**Subject:** Re: Carty

Any word on the availability of spots???

On 2015-11-01 10:57, Charity T. Freeman wrote:

I can't tell you until I look at the log. I can't do that until I'm in the station in the morning. I know there are some issue advertisers in at \$1300. If I were guessing, I would guess you need the level 3, \$800 but \$500 might clear.

Charity Traylor Freeman

General Sales Manager

NBC 24/WNWO

On Nov 1, 2015, at 9:50 AM, "[phuber@buckeye-express.com](mailto:phuber@buckeye-express.com)" <[phuber@buckeye-express.com](mailto:phuber@buckeye-express.com)> wrote:

I have to ask this... I doubt I can afford it but what about The Voice on Monday night? Is there room for an ad at the lowest rate? What is that rate that spots ARE available at?

Thanks!

Paulette

On 2015-10-31 09:30, Charity T. Freeman wrote:

If you want to let me know an amount I can give you a schedule suggestion.

Charity Traylor Freeman

General Sales Manager

NBC 24/WNWO

On Oct 31, 2015, at 8:33 AM, "[phuber@buckeye-express.com](mailto:phuber@buckeye-express.com)" <[phuber@buckeye-express.com](mailto:phuber@buckeye-express.com)> wrote:

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