

CONTRACT



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

www.wnem.com

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

<u>Contract / Revision</u> 604831 /		<u>Alt Order #</u> 07347932
<u>Product</u> LYNN LAND/NRSC		
<u>Contract Dates</u> 09/09/14 - 09/21/14	<u>Estimate #</u> 3931	
<u>Advertiser</u> National Republican Senatorial Committee		<u>Original Date / Revision</u> 09/08/14 / 09/08/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WNEM	<u>Account Executive</u> Jared Kelhart	<u>Sales Office</u> TELEREP-PHIL
<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
N 1	WNEM	09/09/14	09/12/14	Wakeup 6-7a	6-7a		:30			PMT		NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/08/14	09/14/14	-TWTF--				4	\$350.00					
N 2	WNEM	09/15/14	09/17/14	Wakeup 6-7a	6-7a		: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:	09/15/14	09/21/14	M-W----				2	\$350.00					
N 3	WNEM	09/09/14	09/12/14	CBS This Morning	7-9am		:30			PMT		NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/08/14	09/14/14	-TWTF--				4	\$125.00					
N 4	WNEM	09/15/14	09/19/14	CBS This Morning	7-9am		:30			PMT		NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/15/14	09/21/14	MT-TF--				4	\$125.00					
N 5	WNEM	09/13/14	09/20/14	CBS Sat AM 9a-11a	9a-11a		:30			PMT		NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/08/14	09/14/14	-----1-				1	\$125.00					
	Week:	09/15/14	09/21/14	-----1-				1	\$125.00					
N 6	WNEM	09/14/14	09/21/14	Wakeup (Su) 7-9am	7-9am		:30			IMP		NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/08/14	09/14/14	-----1				1	\$65.00					
	Week:	09/15/14	09/21/14	-----1				1	\$65.00					
N 7	WNEM	09/14/14	09/21/14	CBS Sun AM 9a-1030	9-1030am		:30			PMT		NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/08/14	09/14/14	-----1				1	\$300.00					
	Week:	09/15/14	09/21/14	-----1				1	\$300.00					
N 8	WNEM	09/14/14	09/21/14	Face The Nation	1028a-11a		:30			IMP		NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/08/14	09/14/14	-----1				1	\$140.00					
	Week:	09/15/14	09/21/14	-----1				1	\$140.00					
N 9	WNEM	09/11/14	09/11/14	TV-5 News at 5pm	5-530pm		:30			IMP		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	09/08/14	09/14/14	---1---				1	\$200.00					
N 10	WNEM	09/18/14	09/18/14	TV-5 News at 5pm	5-530pm		:30			IMP		NM	1	\$200.00

(* 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.


WNEM.COM

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

www.wnem.com

Contract / Revision	Alt Order #
604831 /	07347932

Contract Dates	Product	Estimate #
09/09/14 - 09/21/14	LYNN LAND/NRSC	3931

Advertiser	Original Date / Revision
National Republican Sen	09/08/14 / 09/08/14

*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:		09/15/14	09/21/14	---1---				1	\$200.00					
N 11	WNEM	09/09/14	09/12/14	TV-5 News at 530pm	530-6pm		:30			IMP		NM	3	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/08/14	09/14/14	-TW-F--				3	\$230.00					
N 12	WNEM	09/15/14	09/19/14	TV-5 News at 530pm	530-6pm		:30			IMP		NM	3	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/15/14	09/21/14	MT--F--				3	\$230.00					
N 13	WNEM	09/09/14	09/11/14	TV-5 News at 6pm	6-630pm		:30			PMT		NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/08/14	09/14/14	-TWT---				3	\$800.00					
N 14	WNEM	09/15/14	09/18/14	TV-5 News at 6pm	6-630pm		:30			PMT		NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/15/14	09/21/14	MTWT---				4	\$800.00					
N 15	WNEM	09/10/14	09/11/14	Jeopardy	7-730pm		:30			IMP		NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/08/14	09/14/14	--WT---				2	\$325.00					
N 16	WNEM	09/17/14	09/18/14	Jeopardy	7-730pm		:30			IMP		NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/15/14	09/21/14	--WT---				2	\$325.00					
N 17	WNEM	09/09/14	09/12/14	TV5 News at 11pm (M11-1135p			:30			IMP		NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/08/14	09/14/14	-TW-F--				3	\$225.00					
N 18	WNEM	09/16/14	09/19/14	TV5 News at 11pm (M11-1135p			:30			IMP		NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/15/14	09/21/14	-TW-F--				3	\$225.00					
Totals													47	\$14,390.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/01/14 - 09/21/14	47	\$14,390.00	(\$2,158.50)	\$12,231.50
Totals	47	\$14,390.00	(\$2,158.50)	\$12,231.50

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 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.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>Wnem TV5 Saginaw, MI</u>	Date: <u>9-8-14</u>
---	-------------------------------

I, STRATEGIC MEDIA PLACEMENT,

being/on behalf of: TERRI LYNN LAND & NRSC,

a legally qualified candidate of the REPUBLICAN

political party for the office of: U.S. SENATE - MICHIGAN

in the GENERAL

election to be held on: NOVEMBER 4, 2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See attached					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

NRSC - 425 2nd STREET NE, WASHINGTON, DC 20002 202-675-6000

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

MEGAN SOWARDS - OFFICER

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8/19/14


Date



Signature

To Be Signed By Station Representative

☒ Accepted



Signature

☐ Accepted in Part

Marge A Carmie

Printed Name

☐ Rejected

DSM

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, STRATEGIC MEDIA PLACEMENT

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

KEGAN BERAN

printed name

8/19/14

date

```
PROGRAM : NEWS
CON COM1: NEWS
CON COM2: 1X MAX/DAY
```

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-900A PROGRAM : EARLY SHOW CON COM1: EARLY SHOW CON COM2: 1X MAX/DAY	30	2	\$125.00	9/9	9/12	4		TU-F	4
4			700A-900A PROGRAM : EARLY SHOW CON COM1: EARLY SHOW CON COM2: 1X MAX/DAY	30	2	\$125.00	9/15	9/19	4		M-TU, TH-F	4
5			900A-1100A PROGRAM : NEWS CON COM1: NEWS	30	2	\$125.00	9/13	9/20	1		SAT	2
6			700A-900A PROGRAM : NEWS CON COM1: NEWS	30	3	\$65.00	9/14	9/21	1		SUN	2
7			900A-1030A PROGRAM : SUN MORN CON COM1: SUN MORN	30	2	\$300.00	9/14	9/21	1		SUN	2
8			1030A-1100A PROGRAM : FACE THE NATION CON COM1: FACE THE NATION	30	3	\$140.00	9/14	9/21	1		SUN	2
9			500P-530P PROGRAM : NEWS CON COM1: NEWS	30	3	\$200.00	9/11	9/11	1		THU	1
10			500P-530P PROGRAM : NEWS CON COM1: NEWS	30	3	\$200.00	9/18	9/18	1		THU	1

REP HEADLINE# 7347932

*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4111

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 610-225-1191

SEP8/14 14.37

*** WNEM-TV ***

:LINE#:REP :LINE#:	:CD: :	TIME PERIOD	: LGTH : :	: SEC : :	: RATE : :	: START : : DATE :	: END : : DATE :	:SPTS: : /WK:	: WEEK : : INVT :	: DAYS : :	:TOTL: :SPTS:
11		530P-600P PROGRAM : NEWS CON COM1: NEWS CON COM2: 1X MAX/DAY	30		3 \$230.00	9/9	9/12	3		TU-W,F	3
12		530P-600P PROGRAM : NEWS CON COM1: NEWS CON COM2: 1X MAX/DAY	30		3 \$230.00	9/15	9/19	3		M-TU,F	3
13		600P-630P PROGRAM : NEWS CON COM1: NEWS CON COM2: 1X MAX/DAY	30		2 \$800.00	9/9	9/11	3		TU-TH	3
14		600P-630P PROGRAM : NEWS CON COM1: NEWS CON COM2: 1X MAX/DAY	30		2 \$800.00	9/15	9/18	4		M-TH	4
15		700P-730P PROGRAM : JEOPARDY CON COM1: JEOPARDY CON COM2: 1X MAX/DAY	30		3 \$325.00	9/10	9/11	2		W-TH	2
16		700P-730P PROGRAM : JEOPARDY CON COM1: JEOPARDY CON COM2: 1X MAX/DAY	30		3 \$325.00	9/17	9/18	2		W-TH	2
17		1100P-1135P PROGRAM : NEWS CON COM1: NEWS CON COM2: 1X MAX/DAY	30		3 \$225.00	9/9	9/12	3		TU-W,F	3

REP: TEL# 610-293-4111 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

REP HEADLINE# 7347932
 *** ORIGINAL REV#0 ***

SEP8/14 14.37
 *** WNEM-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL :SPTS:
18			1100P-1135P	30		\$225.00	9/16	9/19	3		TU-W,F	3
PROGRAM : NEWS CON COM1: NEWS CON COM2: 1X MAX/DAY												
SEP/14			14390.00									
CONTRACT TOTAL												14390.00
TOTAL SPOTS												47

MARKET TOTALS \$39,972

SVC- NSI
 DEMOS- RA35+*