

CONTRACT



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

And:

Canal Partners Media
1027 33rd Street NW, Suite 140
Washington, DC 20007

<u>Contract / Revision</u> 1305072 /		<u>Alt Order #</u> 07723294
<u>Product</u> NTRL RSRCE DEF CNCL		
<u>Contract Dates</u> 04/06/15 - 04/19/15		<u>Estimate #</u> 2874
<u>Advertiser</u> ISS/National Resource Def Council		<u>Original Date / Revision</u> 04/07/15 / 04/07/15
<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> TV13041	<u>Advertiser Code</u> 464	<u>Product Code</u> 553
<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	04/08/15	04/10/15	News 11 @ 6 PM	557-630p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/06/15	04/12/15	--WTF--	2			\$600.00				
N 2	WTOL	04/08/15	04/10/15	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:		04/06/15	04/12/15	--WTF--	2			\$250.00				
N 3	WTOL	04/08/15	04/10/15	News 11 @ 9AM Your Day	858-10am		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/06/15	04/12/15	--WTF--	2			\$50.00				
N 4	WTOL	04/11/15	04/18/15	AM SATURDAY	8-10am		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/06/15	04/12/15	-----1-	1			\$75.00				
Week:		04/13/15	04/19/15	-----1-	1			\$75.00				
N 5	WTOL	04/12/15	04/19/15	FACE THE NATION	10:30-11:30am		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/06/15	04/12/15	-----1	1			\$350.00				
Week:		04/13/15	04/19/15	-----1	1			\$350.00				
N 6	WTOL	04/13/15	04/17/15	News 11 @ 6 PM	557-630p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/13/15	04/19/15	MTWTF--	2			\$600.00				
N 7	WTOL	04/13/15	04/17/15	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:		04/13/15	04/19/15	MTWTF--	2			\$250.00				
N 8	WTOL	04/13/15	04/17/15	News 11 @ 9AM Your Day	858-10am		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/13/15	04/19/15	MTWTF--	2			\$50.00				
Totals											16	\$4,450.00

(* 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.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

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.



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<u>Advertiser</u> ISS/National Resource De		<u>Original Date / Revision</u> 04/07/15 / 04/07/15

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/30/15 - 04/19/15	16	\$4,450.00	(\$667.50)	\$3,782.50
Totals	16	\$4,450.00	(\$667.50)	\$3,782.50

Signature: _____ **Date:** _____

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