

# CONTRACT



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

And:

**Three Point Media**  
**1322 G Street SE**  
**Washington, DC 20003**

<u>Contract / Revision</u> 1206774 /		<u>Alt Order #</u> 07439885
<u>Product</u> <b>MI DEM ST CENT COMM</b>		
<u>Contract Dates</u> <b>10/28/14 - 11/04/14</b>		<u>Estimate #</u> <b>2644</b>
<u>Advertiser</u> <b>ISS/Michigan Democratic State Central Comm</b>		<u>Original Date / Revision</u> 10/14/14 / 10/14/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WTOL</b>	<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> 516	<u>Product Code</u> 538
<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	10/31/14	10/31/14	Price Is Right	Price Is Right		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	----1--				1	\$800.00			
N 2	WTOL	10/31/14	10/31/14	DR. PHIL	3:58-5p		: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 3	WTOL	10/31/14	10/31/14	CBS This Morning	7-9am		: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 4	WTOL	11/03/14	11/03/14	NEWS 11 @ NOON	1158am-1230pm		:30			NM	1	\$800.00
		<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	1-----				1	\$800.00			
N 5	WTOL	11/03/14	11/03/14	7-730pm M-F	M-F 658-730pm		: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:		11/03/14	11/09/14	1-----				1	\$2,500.00			
N 6	WTOL	11/03/14	11/03/14	CBS This Morning	7-9am		:30			NM	1	\$350.00
		<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	1-----				1	\$350.00			
N 7	WTOL	11/03/14	11/03/14	News 11 @ 9AM Your Day	858-10am		:30			NM	1	\$250.00
		<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	1-----				1	\$250.00			
N 8	WTOL	11/01/14	11/01/14	Blue Bloods	1135p-1235a		:30			NM	1	\$175.00
		<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	\$175.00			
N 9	WTOL	11/01/14	11/01/14	YOUR MORNING SATURDA	News 11 6am Sat		:30			NM	1	\$150.00
		<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	\$150.00			
N 10	WTOL	11/02/14	11/02/14	Criminal Minds	Criminal Minds		:30			NM	1	\$175.00
		<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	\$175.00			
N 11	WTOL	11/02/14	11/02/14	Flip & FIX	SUN 1235- 137AM		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* 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.

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.



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

<u>Contract / Revision</u> 1206774 /		<u>Alt Order #</u> 07439885
<u>Contract Dates</u> 10/28/14 - 11/04/14	<u>Product</u> MI DEM ST CENT COM	<u>Estimate #</u> 2644
<u>Advertiser</u> ISS/Michigan Democratic		<u>Original Date / Revision</u> 10/14/14 / 10/14/14

*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:		10/27/14	11/02/14	-----1				1	\$60.00			
N 12	WTOL	11/02/14	11/02/14	AM SUNDAY	AM Sunday		:30			NM	1	\$150.00
		<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	\$150.00			
N 13	WTOL	11/02/14	11/02/14	CBS Sunday Morning	9-10:30am		: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			
N 14	WTOL	10/30/14	10/30/14	CBS Soaps	CBS Soaps		: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 15	WTOL	10/30/14	10/30/14	DR. PHIL	3:58-5p		: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 16	WTOL	10/30/14	10/30/14	CBS This Morning	7-9am		: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 17	WTOL	11/04/14	11/04/14	Price Is Right	Price Is Right		:30			NM	1	\$800.00
		<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	-1-----				1	\$800.00			
N 18	WTOL	10/28/14	10/28/14	NEWS 11 @ NOON	1158am-1230pm		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	-1-----				1	\$800.00			
N 19	WTOL	10/28/14	10/28/14	DR. PHIL	3:58-5p		: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 20	WTOL	11/04/14	11/04/14	YOUR MORNING 6:00 AM	558-7am		:30			NM	1	\$450.00
		<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	-1-----				1	\$450.00			
N 21	WTOL	10/28/14	11/04/14	CBS This Morning	7-9am		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	-1-----				1	\$350.00			
Week:		11/03/14	11/09/14	-1-----				1	\$350.00			
N 22	WTOL	10/28/14	10/28/14	News 11 @ 9AM Your Day	858-10am		: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 23	WTOL	10/29/14	10/29/14	Price Is Right	Price Is Right		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	--1----				1	\$800.00			
N 24	WTOL	10/29/14	10/29/14	DR. PHIL	3:58-5p		: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 25	WTOL	10/29/14	10/29/14	YOUR MORNING 6:00 AM	558-7am		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	--1----				1	\$450.00			
N 26	WTOL	10/29/14	10/29/14	CBS This Morning	7-9am		: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			
Totals											27	\$13,810.00

(\* 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.

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.



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

<u>Contract / Revision</u> 1206774 /		<u>Alt Order #</u> 07439885
<u>Contract Dates</u> <b>10/28/14 - 11/04/14</b>	<u>Product</u> MI DEM ST CENT COM	<u>Estimate #</u> <b>2644</b>
<u>Advertiser</u> <b>ISS/Michigan Democratic</b>		<u>Original Date / Revision</u> 10/14/14 / 10/14/14

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/27/14 - 11/04/14	27	\$13,810.00	(\$2,071.50)	\$11,738.50
<b>Totals</b>	<b>27</b>	<b>\$13,810.00</b>	<b>(\$2,071.50)</b>	<b>\$11,738.50</b>

**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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

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.