

# CONTRACT



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

<u>Contract / Revision</u> 1206774 /		<u>Alt Order #</u> 07439885
<u>Product</u> MI DEM ST CENT COMM		
<u>Contract Dates</u> 10/28/14 - 11/04/14		<u>Estimate #</u> 2644
<u>Advertiser</u> ISS/Michigan Democratic State Central Comm		<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> 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>	<u>Advertiser Code</u> 516	<u>Product Code</u> 538
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

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

*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>			
Week:		11/02/14	11/02/14	-----1				1	\$60.00			

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

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<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				
<b>Totals</b>											<b>27</b>	<b>\$13,810.00</b>

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<u>Contract / Revision</u>	<u>Alt Order #</u>
1206774 /	07439885

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/28/14 - 11/04/14	MI DEM ST CENT COM	2644

<u>Advertiser</u>	<u>Original Date / Revision</u>
ISS/Michigan Democratic	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:** \_\_\_\_\_

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