

Order # 887319

NAB Form PB-18 Candidates

## 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**

<b>Station and Location:</b> Wnem TV5 Saginaw, MI Holly Horan	<b>Date:</b> 6/22/18
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I, \_\_\_\_\_,  
being/on behalf of: \_\_\_\_\_,  
Sandy Pensler  
a legally qualified candidate of the \_\_\_\_\_ Republican  
political party for the office of: \_\_\_\_\_ US Senate  
in the \_\_\_\_\_ Primary  
election to be held on: \_\_\_\_\_ August 7, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
6/23-6/29/18					

**Attach proposed schedule with charges (if available): SEE ORDER**

total - \$5450

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

Pensler for Senate: 1827 Harley Drive, Ann Arbor, Michigan 48103

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:  
Justin Brown

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***

2.1.18

Holly Horan

**Date**

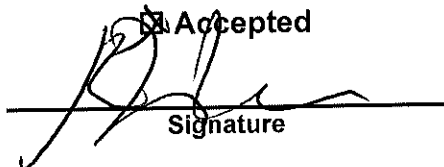
**Signature**

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected

  
Signature

Ken Peterson  
Printed Name

GSM  
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, Holly Horan

(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.

Holly Horan

**signature of candidate or authorized committee**

Holly Horan

**printed name**

2.1.1.18

**date**

**CONTRACT**

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

www.wnem.com

And:

**Jamestown Associates**  
**116 Craig Road**  
**Manalapan, NJ 07726**  
**USA**

<b>Contract / Revision</b> 887319 /		<b>Alt Order #</b> 09116939
<b>Product</b> PENSLE FOR SENATE		
<b>Contract Dates</b> 06/23/18 - 06/29/18		<b>Estimate #</b>
<b>Advertiser</b> Pensler For Senate		<b>Original Date / Revision</b> 06/22/18 / 06/22/18
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> WNEM	<b>Account Executive</b> Nile Noyles	<b>Sales Office</b> HRP-WASHING
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>Agency Code</b>	<b>Advertiser Code</b>	<b>Product 1/2</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
N 1	WNEM	06/25/18	06/29/18	CBS This Morning	7-9am		:30			IMP	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/18	07/01/18	MTWTF--				5	\$100.00				
N 2	WNEM	06/25/18	06/29/18	WNEM TV5 News @ 5M-F 9a-10a			:30			IMP	NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/18	07/01/18	MTWTF--				5	\$60.00				
N 3	WNEM	06/25/18	06/29/18	TV5 Noon News	12n-1230p		:30			IMP	NM	5	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/18	07/01/18	MTWTF--				5	\$145.00				
N 4	WNEM	06/25/18	06/29/18	TV-5 News at 5pm	5-530pm		:30			IMP	NM	3	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/18	07/01/18	MTWTF--				3	\$185.00				
N 5	WNEM	06/25/18	06/29/18	TV-5 News at 530pm	530-6pm		:30			IMP	NM	3	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/18	07/01/18	MTWTF--				3	\$195.00				
N 6	WNEM	06/25/18	06/29/18	Jeopardy	7-730pm		:30			IMP	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/18	07/01/18	MTWTF--				3	\$300.00				
N 7	WNEM	06/25/18	06/29/18	Wheel of Fortune	730-8pm		:30			IMP	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/18	07/01/18	MTWTF--				3	\$300.00				
N 8	WNEM	06/25/18	06/29/18	TV5 News at 11pm (M11-1135p			:30			IMP	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/18	07/01/18	MTWTF--				3	\$200.00				
N 9	WNEM	06/23/18	06/23/18	CBS Sat AM 9a-11am	9a-11a		:30			IMP	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/18/18	06/24/18	-----1-				1	\$75.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WNEM	06/18/18-06/24/18	CBS Sat AM 9a-11am	9a-11a	-----Sa--	:30		\$75.00		NM		
	See MG 10.2, 10.3, 10.4												
N 10	WNEM	06/23/18	06/23/18	TV-5 News Saturday	6-630p		:30			IMP	NM	3	\$385.00

(\* 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](http://www.wnem.com)

Contract / Revision	Alt Order #
887319 /	09116939

Contract Dates	Product	Estimate #
06/23/18 - 06/29/18	PENSLER FOR SENATE	

Advertiser	Original Date / Revision
Pensler For Senate	06/22/18 / 06/22/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/18/18	06/24/18	-----1-				1	\$125.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WNEM	06/18/18-06/24/18	TV-5 News Saturday	6-630p	-----Sa--	:30		\$125.00		NM		
	See MG 10.2,10.3,10.4												
	2	WNEM	06/24/18-06/24/18	Early News Sunday	630-7pm	-----Su	:30		\$125.00		NM		
	(M) MG for 9.1,11.1,12.1,10.1												
	3	WNEM	06/25/18-06/29/18	TV5 News at 11pm (M-F)	11-1135p	MTuWThF----	:30		\$200.00		NM		
	(M) MG for 9.1,11.1,12.1,10.1												
	4	WNEM	06/24/18-06/24/18	Wakeup (Su) 7-9am	7-9am	-----Su	:30		\$60.00		NM		
	(M) MG for 9.1,11.1,12.1,10.1												
N 11	WNEM	06/23/18	06/23/18	Sat 7-730pm	7-730p		:30			IMP	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/18/18	06/24/18	-----1-				1	\$60.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WNEM	06/18/18-06/24/18	Sat 7-730pm	7-730p	-----Sa--	:30		\$60.00		NM		
	See MG 10.2,10.3,10.4												
N 12	WNEM	06/23/18	06/23/18	TV-5 News at 11pm (S11-1135p			:30			IMP	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/18/18	06/24/18	-----1-				1	\$125.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WNEM	06/18/18-06/24/18	TV-5 News at 11pm (Sat)	11-1135p	-----Sa--	:30		\$125.00		NM		
	See MG 10.2,10.3,10.4												
Totals												33	\$5,450.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
05/28/18 -06/24/18	2	\$185.00	(\$27.75)	\$157.25
06/25/18 -06/29/18	31	\$5,265.00	(\$789.75)	\$4,475.25
<b>Totals</b>	<b>33</b>	<b>\$5,450.00</b>	<b>(\$817.50)</b>	<b>\$4,632.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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

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JUN22/18 14.3  
\*\*\* WNNM-TV \*\*\*

SALES PRSN WA NILE NOYES (H)

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CLASS: NATL. LOCAL:

HCHE)

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TOTAL \$5450  
PLEASE CONFIRM THANKS,  
JBF

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

SANDY PENSLER FOR SENATE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
9	S		900A-1100A	30		\$75.00	6/23	6/23	0		SAT	0
PROGRAM : CBS SATURDAY AM RA50+ : 3.8 CON COM1: CBS SATURDAY AM												
13	A		700A-900A	30		\$60.00	6/24	6/24	1		SUN	1
PROGRAM : SUNDAY WAKEUP RA50+ : 3.8 ORD COM1: SPOTS ARE NA AS ORDER WAS SENT PAST LOG DEADLINES. PLEASE ADVISE ON ORD COM2: MAKE GOOD OFFER. THANKS THIS IS A MAKE-GOOD FOR JUN23 ON LINE-9 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR JUN23 ON LINE-10 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR JUN23 ON LINE-11 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR JUN23 ON LINE-12 FOR 1 SPOT/WK												

REP HEADLINE# 9116939 TRF# 887319  
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-528-9380 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP

JUN22/18 14.  
\*\*\* CHANGES \*\*\* \*\* WNNM-TV \*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14	A		630P-700P	30		\$125.00	6/24	6/24	1		SUN	1
PROGRAM : EARLY NEWS												
RA50+ : 3.8												
ORD COM1: SPOTS ARE NA AS ORDER WAS SENT PAST LOG DEADLINES. PLEASE ADVISE ON												
ORD COM2: MAKE GOOD OFFER. THANKS												
PART OF A MAKEGOOD MADE UP OF LINES 13-15												
15	A		1100P-1135P	30		\$200.00	6/25	6/29	1		M-F	1
PROGRAM : LATE NEWS												
RA50+ : 3.8												
ORD COM1: SPOTS ARE NA AS ORDER WAS SENT PAST LOG DEADLINES. PLEASE ADVISE ON												
ORD COM2: MAKE GOOD OFFER. THANKS												
PART OF A MAKEGOOD MADE UP OF LINES 13-15												
10	S		600P-630P	30		\$125.00	6/23	6/23	0		SAT	0
PROGRAM : WNNM EARLY NEWS SAT												
RA50+ : 5.3												
CON COM1: WNNM EARLY NEWS SAT												
11	S		700P-730P	30		\$60.00	6/23	6/23	0		SAT	0
PROGRAM : JEOPARDY												
RA50+ : 5.1												
CON COM1: JEOPARDY												
12	S		1100P-1135P	30		\$125.00	6/23	6/23	0		SAT	0
PROGRAM : NEWS @11P												
RA50+ : 6.4												
CON COM1: NEWS @11P												
STATION MAKEGOOD OFFERS:												
M1 OK'D BUY#9 MISSED: SAT/900A-1100A												
BUY#10 SAT/600P-630P												
BUY#11 SAT/700P-730P												
BUY#12 SAT/1100P-1135P												
OFFER: SUN/700A-900A												
& SUN/630P-700P												
& M-F/1100P-1135P												
CMT: SPOTS ARE NA AS ORDER WAS SENT PAST LOG DEADLINES. PLEASE ADVISE ON												
CMT: MAKE GOOD OFFER. THANKS												

(JUN22/18)

PLS ADVISE.

REP HEADLINE# 9116939 TRF# 887319  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-528-9380 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 \*\*CHANGES\*\* \*\*\* WNNM-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
JUN/18						\$185.00	JUL/18					
CONTRACT TOTAL												\$5,450.00
TOTAL SPOTS												33

MARKET TOTALS \$9,909

ESTIMATED SHARES

SVC- NSI  
 DEMOS- RA50+\*

MOD CODE A-ADD B-BUY TX

P-CLASS, PLAN, SECT Q-PATL

CABL 0% WBSF 0% ENEM 0%

-LENGTH M-MAKEGOOD N-PROGRAM NAME

-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE



JUN22/18 11.4  
\*\*\* WNEB-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

BUYER NAME	HOLLY HORAN
SALES PRSN	WA-NILE NOYES (H)

WASHINGTON, DC 20005

ORDER # \_\_\_\_\_ CONTRACT # 9116939 CLASS: NATL. LOCAL REGIONAL

PRDCT	PENSLER FOR SENATE	EST#	COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES JUN23/18 JUN29/18 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE JUN22/18 11
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CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
SANDY PENSLER FOR SENATE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOT SPT
1			700A-900A	30	3	\$100.00	6/25	6/29	5		M-F	5
PROGRAM : CBS THE EARLY SHOW RA50+ : 5.8 CON COM1: CBS THE EARLY SHOW												
2			900A-1000A	30	3	\$60.00	6/25	6/29	5		M-F	5
PROGRAM : NEWS 5 @9AM RA50+ : 4.5 CON COM1: NEWS 5 @9AM												
3			1200N-1230P	30	3	\$145.00	6/25	6/29	5		M-F	5
PROGRAM : TV5 NOON NEWS RA50+ : 8.6 CON COM1: TV5 NOON NEWS												

REP HEADLINE# 9116939  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-528-9380 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP

JUN22/18 11.  
\*\*\* WNEM-TV \*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			500P-530P PROGRAM : WNEM 5 NEWS AT 5P RA50+ : 7.3 CON COM1 : WNEM 5 NEWS AT 5P	30	3	\$185.00	6/25	6/29	3		M-F	3
5			530P-600P PROGRAM : WNEM 5 NEWS AT 530P RA50+ : 7.4 CON COM1 : WNEM 5 NEWS AT 530P	30	3	\$195.00	6/25	6/29	3		M-F	3
6			700P-730P PROGRAM : JEOPARDY RA50+ : 11.7 CON COM1 : JEOPARDY	30	3	\$300.00	6/25	6/29	3		M-F	3
7			730P-800P PROGRAM : WHEEL OF FORTUNE RA50+ : 9.4 CON COM1 : WHEEL OF FORTUNE	30	3	\$300.00	6/25	6/29	3		M-F	3
8			1100P-1135P PROGRAM : NEWS @11P RA50+ : 6.8 CON COM1 : NEWS @11P	30	3	\$200.00	6/25	6/29	3		M-F	3
9			900A-1100A PROGRAM : CBS SATURDAY AM RA50+ : 3.8 CON COM1 : CBS SATURDAY AM	30	3	\$75.00	6/23	6/23	1	NA	SAT	1
10			600P-630P PROGRAM : WNEM EARLY NEWS SAT RA50+ : 5.3 CON COM1 : WNEM EARLY NEWS SAT	30	3	\$125.00	6/23	6/23	1	NA	SAT	1
11			700P-730P PROGRAM : JEOPARDY RA50+ : 5.1 CON COM1 : JEOPARDY	30	3	\$60.00	6/23	6/23	1	NA	SAT	1

REP HEADLINE# 9116939  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-528-9380 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

JUN22/18 11.  
 \*\*\* WNNM-TV \*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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12			1100P-1135P	30	3	\$125.00	6/23	6/23	1	1	SAT	1
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PROGRAM : NEWS @11P  
 RA50+ : 6.4  
 CON COM1: NEWS @11P

JUN/18 \$385.00 JUL/18 \$5,065.00

CONTRACT TOTAL \$5,450.00  
 TOTAL SPOTS 34

MARKET TOTALS \$9,909 W1

ABL 0% WBSF 0% ENEM 0%

ESTIMATED SHARES

SVC- NSI  
 DEMOS- RA50+\*