

CONTRACT



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

www.wnem.com

And:

Target Enterprises
15260 Ventura Blvd. Ste. 1240
Sherman Oaks, CA 91403
USA

<u>Contract / Revision</u> 597758 / 1		<u>Alt Order #</u> 07277834
<u>Product</u> FREEDOM PARTNERS		
<u>Contract Dates</u> 08/27/14 - 09/02/14		<u>Estimate #</u> 1000
<u>Advertiser</u> Freedom Partners		<u>Original Date / Revision</u> 08/05/14 / 08/05/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WNEM	<u>Account Executive</u> Cathy Simon	<u>Sales Office</u> TELEREP-LOS
<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
1	WNEM	08/27/14	08/29/14	Wakeup 5-6a	5-6am		:30			FNP		NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/25/14	08/31/14	---WTF--				3	\$250.00					
2	WNEM	09/01/14	09/02/14	Wakeup 5-6a	5-6am		:30			FNP		NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	MT-----				2	\$250.00					
3	WNEM	08/27/14	08/29/14	TV5 Noon News	12n-1230p		:30			FNP		NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/25/14	08/31/14	---WTF--				3	\$400.00					
N 4	WNEM	09/01/14	09/02/14	TV5 Noon News	12n-1230p		:30			FNP		NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	MT-----				2	\$400.00					
	<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>		
	2	WNEM	09/01/14-09/07/14	TV5 Noon News	12n-1230p	MTu-----	:30		\$400.00			NM		
	See MG 6.3,6.4													
5	WNEM	08/27/14	08/29/14	TV-5 News at 5pm	5-530pm		:30			FNP		NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/25/14	08/31/14	---WTF--				3	\$550.00					
N 6	WNEM	09/01/14	09/02/14	TV-5 News at 5pm	5-530pm		:30			FNP		NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	MT-----				2	\$550.00					
	<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	09/01/14-09/07/14	TV-5 News at 5pm	5-530pm	MTu-----	:30		\$550.00			NM		
	See MG 6.3,6.4													
	3	WNEM	08/27/14-08/29/14	Dr. Phil	4-5pm	---WThF----	:30		\$250.00			NM		
	Ⓜ MG for 4.2,6.1													
	4	WNEM	08/27/14-08/29/14	Jeopardy	7-730pm	---WThF----	:30		\$700.00			NM		
	Ⓜ MG for 4.2,6.1													
7	WNEM	08/30/14	08/30/14	Wakeup (Sa) 8-9am	8-9am		:30			FNP		NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/25/14	08/31/14	-----1-				1	\$250.00					
8	WNEM	08/31/14	08/31/14	Wakeup (Su) 7-9am	7-9am		:30			FNP		NM	1	\$250.00
		<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 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.


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Contract / Revision	Alt Order #
597758 / 1	07277834

Contract Dates	Product	Estimate #
08/27/14 - 09/02/14	FREEDOM PARTNERS	1000

Advertiser	Original Date / Revision
Freedom Partners	08/05/14 / 08/05/14

*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:		08/25/14	08/31/14	-----1				1	\$250.00					
9	WNEM	08/28/14	08/28/14	NFL Lions Pre-Seasor	7-11p		:30			PMT		NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/25/14	08/31/14	---1---				1	\$950.00					
12	WNEM	08/27/14	08/29/14	CBS This Morning	7-9am		:30			FNP		NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/25/14	08/31/14	--WTF--				3	\$300.00					
13	WNEM	09/01/14	09/02/14	CBS This Morning	7-9am		:30			FNP		NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	MT-----				2	\$300.00					
14	WNEM	08/27/14	08/29/14	Price Is Right w/Drew	11a-12n		:30			FNP		NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/25/14	08/31/14	--WTF--				3	\$500.00					
N 15	WNEM	09/01/14	09/02/14	Price Is Right w/Drew	11a-12n		:30			FNP		NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	MT-----				2	\$500.00					
	<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	09/01/14-09/07/14	Price Is Right w/Drew Carey	11a-12n	MTu-----	:30		\$500.00			NM		
	See MG 15.3													
	3	WNEM	09/02/14-09/02/14	Price Is Right w/Drew Carey	11a-12n	-Tu-----	:30		\$500.00			NM		
	Ⓜ MG for 15.1 09/01													
16	WNEM	08/27/14	08/29/14	The Talk	2-3p		:30			FNP		NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/25/14	08/31/14	--WTF--				1	\$300.00					
N 17	WNEM	09/01/14	09/02/14	The Talk	2-3p		:30			FNP		NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	MT-----				2	\$300.00					
	<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>		
	2	WNEM	09/01/14-09/07/14	The Talk	2-3p	MTu-----	:30		\$300.00			NM		
	See MG 17.3													
	3	WNEM	09/02/14-09/02/14	The Talk	2-3p	-Tu-----	:30		\$300.00			NM		
	Ⓜ MG for 17.2 09/01													
18	WNEM	08/27/14	08/29/14	THE DOCTORS	M-F 3-4pm		:30			FNP		NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/25/14	08/31/14	--WTF--				3	\$200.00					
N 19	WNEM	09/01/14	09/02/14	THE DOCTORS	M-F 3-4pm		:30			FNP		NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	MT-----				2	\$200.00					
	<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	09/01/14-09/07/14	THE DOCTORS	M-F 3-4pm	MTu-----	:30		\$200.00			NM		
	See MG 19.3													
	3	WNEM	09/02/14-09/02/14	THE DOCTORS	M-F 3-4pm	-Tu-----	:30		\$200.00			NM		
	Ⓜ MG for 19.1 09/01													
20	WNEM	09/01/14	09/02/14	TV-5 News at 6pm	6-630pm		:30			FNP		NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	MT-----				2	\$1,000.00					
21	WNEM	08/27/14	08/29/14	Jeopardy	7-730pm		:30			PMT		NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/25/14	08/31/14	--WTF--				1	\$700.00					
22	WNEM	09/01/14	09/02/14	Jeopardy	7-730pm		:30			PMT		NM	2	\$1,400.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	MT-----				2	\$700.00					
23	WNEM	08/30/14	08/30/14	Saturday 10-11pm	10-11p		:30			PMT		NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/25/14	08/31/14	-----S-				1	\$450.00					
24	WNEM	08/27/14	08/31/14	M-Su Late News	11-1135p		:30			PMT		NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/25/14	08/31/14	--WTFSS				3	\$500.00					
25	WNEM	09/01/14	09/02/14	TV5 News at 11pm (M11-1135p			:30			PMT		NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		09/01/14	09/07/14	MT-----				2	\$500.00					
Totals													47	\$20,400.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/28/14 - 08/31/14	29	\$11,950.00	(\$1,792.50)	\$10,157.50
09/01/14 - 09/02/14	18	\$8,450.00	(\$1,267.50)	\$7,182.50
Totals	47	\$20,400.00	(\$3,060.00)	\$17,340.00

Signature: _____ **Date:** _____

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REP HEADLINE# 7277834 TRF# 597758
\$\$\$ MOD# 1 - UNAPPROVED REV #1 \$\$\$

REP HEADLINE# 7277834 TRF# 597758
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$
 REP: TEL# 323-866-1411 ORDER WORKSHEET
 FAX# 323-653-1695
 HARRIS REPORT FROM REP AUG4/14 18.00
 CHANGES ** WNM-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START DATE	:END DATE	:SPTS /WK	:WEEK INVT	:DAYS	:TOTL: :SPTS:
19	S		300P-400P	30		\$200.00	9/1	9/2	1		M-TU	1
PROGRAM : THE DOCTORS												
RA35+ : 1.5												
CON COM1: THE DOCTORS												
STATION MAKEGOOD OFFERS:												
M1	OK'D		BUY#17	MISSED:M-TU/200P-300P								
			BUY#15	M-TU/1100A-1200N								
			BUY#4	M-TU/1200N-1230P								
			BUY#6	M-TU/500P-530P								
			BUY#19	M-TU/300P-400P								
OFFER: TUE/200P-300P												
& TUE/1100A-1200N												
& W-F/400P-500P												
& W-F/700P-730P												
& TUE/300P-400P												
CMT:SPOTS ARE NA DUE TO US OPEN TENNIS AIRING. PLEASE ADVISE ON MG OFFER												
CMT:DOUBLE UP SPOTS ON TUESDAY 9/2. THANKS												
(JUL31/14)												
PLS ADVISE.												
30S \$300.00												
30S \$500.00												
30S \$400.00												
30S \$550.00												
30S \$200.00												
30S \$300.00												
30S \$500.00												
30S \$250.00												
30S \$700.00												
30S \$200.00												
CONTRACT TOTAL 20400.00												
TOTAL SPOTS 47												

COMPETITIVE INFORMATION NOT YET AVAILABLE.

SVC- NSI BOOKS- JUL/13 NOV/13

DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE