

CONTRACT


WNEM.COM
www.wnem.com

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

And:

Waterfront Strategies
3050 K Street NW #100
Washington, DC 20007-5108
USA

<u>Contract / Revision</u> 599463 / 2		<u>Alt Order #</u> 07300029
<u>Product</u> ISSUE		
<u>Contract Dates</u> 08/05/14 - 08/14/14		<u>Estimate #</u> 3288
<u>Advertiser</u> Environment America Action Fund		<u>Original Date / Revision</u> 08/04/14 / 08/11/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WNEM	<u>Account Executive</u> Jared Kelhart	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 223	<u>Product Code</u> 237
<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	08/05/14	08/11/14	TV5 News at 11pm (M11-1135p)			:30			FNP		NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/05/14	08/11/14	MTWTF--				2	\$600.00					
2	WNEM	08/05/14	08/11/14	Late Show w/David Le1135p-1235a			:30			FNP		NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/05/14	08/11/14	MTWTF--				1	\$175.00					
3	WNEM	08/05/14	08/11/14	Price Is Right w/Drew11a-12n			:30			FNP		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/05/14	08/11/14	MTWTF--				1	\$500.00					
4	WNEM	08/05/14	08/11/14	TV5 Noon News 12n-1230p			: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:		08/05/14	08/11/14	MTWTF--				2	\$500.00					
5	WNEM	08/05/14	08/11/14	Dr. Phil 4-5pm			: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:		08/05/14	08/11/14	MTWTF--				2	\$300.00					
6	WNEM	08/05/14	08/11/14	TV-5 News at 5pm 5-530pm			:30			FNP		NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/05/14	08/11/14	MTWTF--				1	\$600.00					
7	WNEM	08/05/14	08/11/14	TV-5 News at 530pm 530-6pm			:30			FNP		NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/05/14	08/11/14	MTWTF--				1	\$600.00					
8	WNEM	08/05/14	08/11/14	TV-5 News at 6pm 6-630pm			:30			FNP		NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/05/14	08/11/14	MTWTF--				1	\$1,000.00					
9	WNEM	08/05/14	08/11/14	Wakeup 6-7a 6-7a			: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:		08/05/14	08/11/14	MTWTF--				2	\$500.00					
10	WNEM	08/05/14	08/11/14	Jeopardy 7-730pm			:30			FNP		NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/05/14	08/11/14	MTWTF--				3	\$900.00					
11	WNEM	08/05/14	08/11/14	CBS This Morning 7-9am			:30			FNP		NM	2	\$500.00
		<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.

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<u>Contract / Revision</u>	<u>Alt Order #</u>
599463 / 2	07300029

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/05/14 - 08/14/14	ISSUE	3288

<u>Advertiser</u>	<u>Original Date / Revision</u>
Environment America Act	08/04/14 / 08/11/14

*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:		08/05/14	08/11/14	MTWTF--				2	\$250.00					
12	WNEM	08/05/14	08/11/14	Wheel of Fortune	730-8pm		:30			FNP		NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/05/14	08/11/14	MTWTF--				2	\$950.00					
13	WNEM	08/05/14	08/11/14	Better Mid Michigan	9-10am		:30			FNP		NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/05/14	08/11/14	MTWTF--				1	\$150.00					
14	WNEM	08/08/14	08/08/14	Friday 9-10pm	9-10p		:30			FNP		NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/04/14	08/10/14	----1--				1	\$1,000.00					
15	WNEM	08/09/14	08/10/14	Sa-Su Late News	11-1135p		: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:		08/04/14	08/10/14	-----SS				1	\$400.00					
16	WNEM	08/09/14	08/09/14	Outdoorsman Buck Mc	1135p-12m		:30			FNP		NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/04/14	08/10/14	-----1-				1	\$110.00					
		<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	08/04/14-08/10/14	Outdoorsman Buck McNeely	1135p-12m	-----Sa--	:30	\$110.00	NM				
		See MG 16.2												
		2	WNEM	08/04/14-08/10/14	Crimetime	1135p-1235A	-----Sa--	:30	\$110.00	NM				
		Ⓜ MG for 16.1 08/09												
17	WNEM	08/10/14	08/10/14	Wakeup (Su) 7-9am	7-9am		:30			FNP		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/04/14	08/10/14	-----1				1	\$200.00					
18	WNEM	08/10/14	08/10/14	Sunday 8-9pm	8-9pm		:30			FNP		NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/04/14	08/10/14	-----1				1	\$2,200.00					
19	WNEM	08/10/14	08/10/14	CBS Sun AM 9a-1030	9-1030am		:30			FNP		NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/04/14	08/10/14	-----1				1	\$600.00					
E 20	WNEM	08/10/14	08/10/14	Sunday 9-10pm	9-10pm		:30			FNP		NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/04/14	08/10/14	-----1				1	\$900.00					
		<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	08/04/14-08/10/14	Sunday 9-10pm	9-10pm	-----Su	:30	\$900.00	NM				
		See MG 20.2												
		2	WNEM	08/13/14-08/13/14	Wednesday 9-10pm	9-10pm	---W-----	:30	\$900.00	NM				
		Ⓜ MG for 20.1 08/10												
21	WNEM	08/06/14	08/13/14	Wednesday 8-9pm	8-9pm		:30			FNP		NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/04/14	08/10/14	--1----				1	\$2,200.00					
Week:		08/11/14	08/17/14	--1----				1	\$2,200.00					
22	WNEM	08/12/14	08/14/14	M-Su Late News	11-1135p		:30			FNP		NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/11/14	08/17/14	-TWT---				1	\$600.00					
23	WNEM	08/12/14	08/14/14	Late Show w/David Le	1135p-1235a		:30			FNP		NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/11/14	08/17/14	-TWT---				1	\$175.00					
24	WNEM	08/12/14	08/14/14	Price Is Right w/Drew	11a-12n		:30			FNP		NM	1	\$500.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/11/14	08/17/14	-TWT---				1	\$500.00					
25	WNEM	08/12/14	08/14/14	TV5 Noon News	12n-1230p		:30			FNP		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/11/14	08/17/14	-TWT---				1	\$500.00					
26	WNEM	08/12/14	08/14/14	Dr. Phil	4-5pm		: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:		08/11/14	08/17/14	-TWT---				1	\$300.00					
27	WNEM	08/12/14	08/14/14	TV-5 News at 5pm	5-530pm		:30			FNP		NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/11/14	08/17/14	-TWT---				1	\$600.00					
28	WNEM	08/12/14	08/14/14	TV-5 News at 530pm	530-6pm		:30			FNP		NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/11/14	08/17/14	-TWT---				1	\$600.00					
29	WNEM	08/12/14	08/14/14	TV-5 News at 6pm	6-630pm		:30			FNP		NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/11/14	08/17/14	-TWT---				1	\$1,000.00					
30	WNEM	08/12/14	08/14/14	Wakeup 6-7a	6-7a		:30			FNP		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/11/14	08/17/14	-TWT---				1	\$500.00					
31	WNEM	08/12/14	08/14/14	Jeopardy	7-730pm		:30			FNP		NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/11/14	08/17/14	-TWT---				1	\$900.00					
32	WNEM	08/12/14	08/14/14	CBS This Morning	7-9am		: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:		08/11/14	08/17/14	-TWT---				2	\$250.00					
33	WNEM	08/12/14	08/14/14	Wheel of Fortune	730-8pm		:30			FNP		NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/11/14	08/17/14	-TWT---				2	\$950.00					
Totals													44	\$29,810.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/28/14 - 08/14/14	44	\$29,810.00	(\$4,471.50)	\$25,338.50
Totals	44	\$29,810.00	(\$4,471.50)	\$25,338.50

Signature: _____ Date: _____

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