

# CONTRACT



**WNEM.COM**

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

www.wnem.com

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 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:		08/05/14	08/11/14	MTWTF--				1	\$175.00					
3	WNEM	08/05/14	08/11/14	Price Is Right w/Drew	11a-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.

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

<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

www.wnem.com

*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>Contract / Revision</u> 599463 / 2	<u>Alt Order #</u> 07300029
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<u>Contract Dates</u> 08/05/14 - 08/14/14	<u>Product</u> ISSUE	<u>Estimate #</u> 3288
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<u>Advertiser</u> Environment America Act	<u>Original Date / Revision</u> 08/04/14 / 08/11/14
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*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:		08/11/14	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					
<b>Totals</b>												<b>44</b>	<b>\$29,810.00</b>	

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
<b>Totals</b>	<b>44</b>	<b>\$29,810.00</b>	<b>(\$4,471.50)</b>	<b>\$25,338.50</b>

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

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REP HEADLINE# 7300029 TRF# 599463 REP: TEL# 610-293-4111 FAX# 610-225-1191  
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG11/14 13.23  
 \*\*\*CHANGES\*\*\* \*\* WNEM-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/ENVIRONMENT AMERICA REP. # \_\_\_\_\_ OFF. # 1584 SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME WATERFRONT STRATEGIES BUYER NAME MIKE FURMAN  
 SALES PRSN PH- JARED KELHART  
 3050 K STREET NW - SUITE 100  
 WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 7300029 CLASS: NATL. LOCAL REGIONAL  
 PRDCT ENVIRON AM ACT FUND EST#3288 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES AUG5/14 AUG14/14 WK-2  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG11/14 13.23

REP: TO GRACIE  
 FR JARED  
 OK'D M2, SEE LN 35  
 TOTAL SAME  
 PLS CNF THANKS

STA: \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 CON CM ENVIRONMENT AMERICA ACTION FUND

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20	S		900P-1000P	30		\$900.00	8/10	8/10	0		SUN	0
AGENCY ADVERTISER CODE = 223 AGENCY EST# = 3288 AGENCY PRODUCT CODE = 237												
35	A		900P-1000P	30		\$900.00	8/13	8/13	1		WED	1
PROGRAM : CRIMINAL MINDS ORD COM1: SPOT MISSED DUE TO CBS GOLF RAN OVER AND SPOT DID NOT AIR. PLEASE ORD COM2: CONFIRM MAKEGOOD ASAP. THANKS THIS IS A MAKE-GOOD FOR AUG10 ON LINE-20 FOR 1 SPOT/WK												

REP HEADLINE# 7300029      TRF# 599463      REP: TEL# 610-293-4111      FAX# 610-225-1191  
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$      CREDIT ADVISORY: AGENCY CREDIT RISK !!!      AUG11/14 13.23  
 ORDER WORKSHEET      HARRIS REPORT FROM REP      \*\*\* WNNM-TV \*\*\*  
 \*\*CHANGES\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
M2	OK'D	BUY#20	MISSED: SUN/900P-1000P				AUG10		30S	\$900.00	(AUG11/14)	
			OFFER: WED/900P-1000P				AUG13		30S	\$900.00	PLS ADVISE.	
			CMT: SPOT MISSED DUE TO CBS GOLF RAN OVER AND SPOT DID NOT AIR. PLEASE									
			CMT: CONFIRM MAKEGOOD ASAP. THANKS									
AUG/14			29810.00								CONTRACT TOTAL	29810.00
											TOTAL SPOTS	44