

CONTRACT



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

And:

Shorr Johnson Magnus.
100 North 20th Street, Suite 201
Philadelphia, PA 19103

<u>Contract / Revision</u> 1206376 /		<u>Alt Order #</u> 07440909
<u>Product</u> PILlich 4 TREASURER		
<u>Contract Dates</u> 10/14/14 - 10/20/14	<u>Estimate #</u>	
<u>Advertiser</u> POL/Pillich, Connie/D/Ohio Treasurer		<u>Original Date / Revision</u> 10/13/14 / 10/13/14
<u>Billing Cycle</u> WEEKLY	<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>	<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	Type	Spots	Amount
N 1	WTOL	10/14/14	10/17/14	CBS This Morning	7-9am		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-TWTF--				4	\$150.00			
N 2	WTOL	10/20/14	10/20/14	CBS This Morning	7-9am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	1-----				1	\$150.00			
N 3	WTOL	10/14/14	10/17/14	YOUR MORNING 6:00 AM	558-7am		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-TWTF--				4	\$250.00			
N 4	WTOL	10/20/14	10/20/14	YOUR MORNING 6:00 AM	558-7am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	1-----				1	\$250.00			
N 5	WTOL	10/14/14	10/17/14	Price Is Right	Price Is Right		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-TWTF--				4	\$250.00			
N 6	WTOL	10/20/14	10/20/14	Price Is Right	Price Is Right		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	1-----				1	\$250.00			
N 7	WTOL	10/14/14	10/17/14	DR. PHIL	3:58-5p		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-TWTF--				4	\$250.00			
N 8	WTOL	10/20/14	10/20/14	DR. PHIL	3:58-5p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	1-----				1	\$250.00			
N 9	WTOL	10/14/14	10/17/14	News 11 @ 6 PM	557-630p		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-TWTF--				4	\$450.00			
N 10	WTOL	10/20/14	10/20/14	News 11 @ 6 PM	557-630p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	1-----				1	\$450.00			
N 11	WTOL	10/14/14	10/17/14	7-730pm M-F	M-F 658-730pm		:30			NM	3	\$1,800.00
		<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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

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<u>Advertiser</u> POL/Pillich, Connie/D/Ohi		<u>Original Date / Revision</u> 10/13/14 / 10/13/14

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-T-TF--				3	\$600.00			
N 12	WTOL	10/20/14	10/20/14	7-730pm M-F	M-F 658-730pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	1-----				1	\$600.00			
N 13	WTOL	10/15/14	10/17/14	730-8pm M-F	M-F 730-8pm		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	--W-F--				2	\$600.00			
N 14	WTOL	10/20/14	10/20/14	730-8pm M-F	M-F 730-8pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	1-----				1	\$600.00			
N 15	WTOL	10/19/14	10/19/14	60 MINUTES	Sunday Prime		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-----1				1	\$1,000.00			
N 16	WTOL	10/19/14	10/19/14	THE GOOD WIFE	Sunday Prime		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-----1				1	\$1,500.00			
N 17	WTOL	10/14/14	10/17/14	11pm News M-F	1057-1135pm		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-TWTF--				4	\$600.00			
N 18	WTOL	10/20/14	10/20/14	11pm News M-F	1057-1135pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	1-----				1	\$600.00			
N 19	WTOL	10/19/14	10/19/14	NEWS 11 @ 11P WEEK-END	1057-1135pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-----1				1	\$600.00			
Totals											40	\$17,050.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/13/14 - 10/19/14	32	\$13,900.00	(\$2,085.00)	\$11,815.00
10/20/14 - 10/26/14	8	\$3,150.00	(\$472.50)	\$2,677.50
Totals	40	\$17,050.00	(\$2,557.50)	\$14,492.50

Signature: _____ **Date:** _____

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