

CONTRACT



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

And:

Shorr Johnson Magnus.
1831 Chestnut Street
Floor 6
Philadelphia, PA 19103-3700

<u>Contract / Revision</u> 1212505 /		<u>Alt Order #</u> 07468717
<u>Product</u> PILlich 4 TREASURER		
<u>Contract Dates</u> 10/28/14 - 11/04/14	<u>Estimate #</u>	
<u>Advertiser</u> POL/Pillich, Connie/D/Ohio Treasurer		<u>Original Date / Revision</u> 10/27/14 / 10/27/14
<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	10/28/14	10/29/14	CBS This Morning	7-9am		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	-TW----				2	\$150.00			
N 2	WTOL	11/03/14	11/04/14	CBS This Morning	7-9am		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/03/14	11/09/14	MT-----				2	\$150.00			
N 3	WTOL	10/28/14	10/31/14	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:		10/27/14	11/02/14	-TWTF--				4	\$250.00			
N 4	WTOL	11/03/14	11/04/14	YOUR MORNING 6:00 AM	558-7am		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/03/14	11/09/14	MT-----				2	\$250.00			
N 5	WTOL	10/28/14	10/31/14	NEWS 11 @ NOON	1158am-1230pm		: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:		10/27/14	11/02/14	-TWTF--				4	\$250.00			
N 6	WTOL	11/03/14	11/03/14	NEWS 11 @ NOON	1158am-1230pm		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/03/14	11/09/14	1-----				1	\$250.00			
D 7	WTOL	10/28/14	10/31/14	Price Is Right	Price Is Right		:30			NM	0	\$0.00
D 8	WTOL	11/03/14	11/03/14	Price Is Right	Price Is Right		:30			NM	0	\$0.00
N 9	WTOL	10/28/14	10/31/14	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:		10/27/14	11/02/14	-TWTF--				4	\$250.00			
N 10	WTOL	11/03/14	11/03/14	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:		11/03/14	11/09/14	1-----				1	\$250.00			
D 11	WTOL	11/02/14	11/02/14	News 11 @ 6 PM Weekend	557-630pm		:30			NM	0	\$0.00
N 12	WTOL	10/28/14	10/31/14	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:		10/27/14	11/02/14	-TWTF--				4	\$450.00			
N 13	WTOL	11/03/14	11/03/14	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>			

(* 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>Contract / Revision</u> 1212505 /		<u>Alt Order #</u> 07468717
<u>Contract Dates</u> 10/28/14 - 11/04/14	<u>Product</u> PILLICH 4 TREASURER	<u>Estimate #</u>
<u>Advertiser</u> POL/Pillich, Connie/D/Ohi		<u>Original Date / Revision</u> 10/27/14 / 10/27/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/03/14	11/09/14	1-----				1	\$450.00			
N 14	WTOL	10/29/14	10/31/14	News 11 @ 5 PM	NEWS 5-6pm		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	--W-F--				2	\$350.00			
D 15	WTOL	10/28/14	10/31/14	7-730pm M-F	M-F 658-730pm		:30			NM	0	\$0.00
D 16	WTOL	11/03/14	11/03/14	7-730pm M-F	M-F 658-730pm		:30			NM	0	\$0.00
N 17	WTOL	10/28/14	10/31/14	730-8pm M-F	M-F 730-8pm		: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:		10/27/14	11/02/14	-TWTF--				4	\$600.00			
N 18	WTOL	11/03/14	11/03/14	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:		11/03/14	11/09/14	1-----				1	\$600.00			
N 19	WTOL	11/01/14	11/01/14	WOF SA	658-8pm		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	-----2-				2	\$200.00			
N 20	WTOL	11/02/14	11/02/14	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:		10/27/14	11/02/14	-----1				1	\$1,000.00			
N 21	WTOL	10/28/14	10/28/14	PERSON OF INTEREST	Tuesday 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:		10/27/14	11/02/14	-1-----				1	\$1,500.00			
D 22	WTOL	11/02/14	11/02/14	MADAM SECRETARY	MADAM SECRETARY		:30			NM	0	\$0.00
N 23	WTOL	10/29/14	10/29/14	STALKER	Wednesday 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:		10/27/14	11/02/14	--1----				1	\$1,500.00			
N 24	WTOL	10/29/14	10/29/14	CRIMINAL MINDS	Wednesday 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:		10/27/14	11/02/14	--1----				1	\$1,500.00			
N 25	WTOL	11/02/14	11/02/14	CSI	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:		10/27/14	11/02/14	-----1				1	\$1,500.00			
N 26	WTOL	10/29/14	10/29/14	SURVIVOR	Wednesday 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:		10/27/14	11/02/14	--1----				1	\$1,500.00			
N 27	WTOL	11/02/14	11/02/14	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:		10/27/14	11/02/14	-----1				1	\$1,500.00			
N 28	WTOL	10/28/14	10/31/14	DAVID LETTERMAN	1135p-1237a		:30			NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	-TWTF--				4	\$175.00			
N 29	WTOL	11/03/14	11/03/14	DAVID LETTERMAN	1135p-1237a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/03/14	11/09/14	1-----				1	\$175.00			
N 30	WTOL	10/28/14	10/31/14	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:		10/27/14	11/02/14	-TWTF--				4	\$600.00			
N 31	WTOL	11/03/14	11/03/14	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>			

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Week:		11/03/14	11/09/14	1-----				1	\$600.00			
N 32	WTOL	11/02/14	11/02/14	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:		10/27/14	11/02/14	-----1				1	\$600.00			
N 33	WTOL	11/02/14	11/02/14	CBS Sunday Morning	9-10:30am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	-----1				1	\$300.00			
N 34	WTOL	11/02/14	11/02/14	AM SUNDAY	AM Sunday		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	-----1				1	\$75.00			
Totals											54	\$25,800.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/27/14 - 11/02/14	44	\$22,675.00	(\$3,401.25)	\$19,273.75
11/03/14 - 11/09/14	10	\$3,125.00	(\$468.75)	\$2,656.25
Totals	54	\$25,800.00	(\$3,870.00)	\$21,930.00

Signature: _____ **Date:** _____

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