

# CONTRACT



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

<u>Contract / Revision</u> 1598084 /		<u>Alt Order #</u> 08407330
<u>Product</u> <b>TRUMP FOR PRESIDENT</b>		
<u>Contract Dates</u> <b>11/01/16 - 11/07/16</b>		<u>Estimate #</u> <b>8028</b>
<u>Advertiser</u> <b>POL/Trump, Donald/R/United States Presiden</b>		<u>Original Date / Revision</u> 10/06/16 / 10/17/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WTOL</b>	<u>Account Executive</u> Dorie Penafiel	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 521	<u>Product 1/2</u> 959
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

**American Media & Advocacy Group**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WTOL	11/04/16	11/04/16	11pm News M-F	1057-1135pm		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/31/16	11/06/16	----1--	1			\$275.00					
N 2	WTOL	11/04/16	11/04/16	Big Board Friday Football	Big Board Friday F		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/31/16	11/06/16	----1--	1			\$325.00					
N 3	WTOL	11/04/16	11/04/16	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:		10/31/16	11/06/16	----1--	1			\$250.00					
N 4	WTOL	11/04/16	11/04/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/31/16	11/06/16	----1--	1			\$225.00					
N 5	WTOL	11/04/16	11/04/16	News 11 @ 6 PM	557-630p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/31/16	11/06/16	----1--	1			\$275.00					
N 6	WTOL	11/04/16	11/04/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/31/16	11/06/16	----1--	1			\$125.00					
N 7	WTOL	11/04/16	11/04/16	7-730pm M-F	M-F 658-730pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/31/16	11/06/16	----1--	1			\$300.00					
N 8	WTOL	11/04/16	11/04/16	730-8pm M-F	M-F 730-8pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/31/16	11/06/16	----1--	1			\$300.00					
N 9	WTOL	11/04/16	11/04/16	FRI HOUR 2	Friday Prime		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/31/16	11/06/16	----1--	1			\$750.00					
N 10	WTOL	11/07/16	11/07/16	MON HOUR 3	Monday Prime		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		11/07/16	11/13/16	1-----	1			\$700.00					

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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**730 North Summit**  
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**(419) 248-1111**

<u>Contract / Revision</u> 1598084 /		<u>Alt Order #</u> 08407330
<u>Contract Dates</u> 11/01/16 - 11/07/16		<u>Product</u> TRUMP FOR PRESIDENT
		<u>Estimate #</u> 8028
<u>Advertiser</u> POL/Trump, Donald/R/Un		<u>Original Date / Revision</u> 10/06/16 / 10/17/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 11	WTOL	11/07/16	11/07/16	11pm News M-F	1057-1135pm		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	1-----				1	\$275.00				
N 12	WTOL	11/07/16	11/07/16	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:		11/07/16	11/13/16	1-----				1	\$250.00				
N 13	WTOL	11/07/16	11/07/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	1-----				1	\$225.00				
N 14	WTOL	11/07/16	11/07/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	1-----				1	\$125.00				
N 15	WTOL	11/07/16	11/07/16	7-730pm M-F	M-F 658-730pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	1-----				1	\$300.00				
N 16	WTOL	11/07/16	11/07/16	730-8pm M-F	M-F 730-8pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/07/16	11/13/16	1-----				1	\$300.00				
N 17	WTOL	11/05/16	11/05/16	NEWS 11 @ 11P WEEK-ENC	1057-1135pm		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1-				1	\$175.00				
N 18	WTOL	11/05/16	11/05/16	Notre Dame V Navy	NCAA Football		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1-				1	\$500.00				
D 19	WTOL	11/05/16	11/05/16	News 11 @ 6 PM Weekend	557-630pm		:30				NM	0	\$0.00
N 20	WTOL	11/05/16	11/05/16	NCAA Prime Football	8p-11p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1-				1	\$500.00				
N 21	WTOL	11/06/16	11/06/16	NFL Football	NFL Football		: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:		10/31/16	11/06/16	-----1				1	\$1,000.00				
N 22	WTOL	11/06/16	11/06/16	NEWS 11 @ 11P WEEK-ENC	1057-1135pm		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1				1	\$175.00				
N 23	WTOL	11/06/16	11/06/16	NFL TODAY	NFL Today		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1				1	\$200.00				
N 24	WTOL	11/06/16	11/06/16	NFL Football	NFL Football		: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:		10/31/16	11/06/16	-----1				1	\$1,000.00				
D 25	WTOL	11/06/16	11/06/16	News 11 @ 6 PM Weekend	557-630pm		:30				NM	0	\$0.00
N 26	WTOL	11/06/16	11/06/16	SUN HOUR 1	Sunday Prime		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1				1	\$700.00				
N 27	WTOL	11/06/16	11/06/16	CBS Sunday Morning	9-10:30am		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1				1	\$75.00				
N 28	WTOL	11/03/16	11/03/16	11pm News M-F	1057-1135pm		:30				NM	1	\$275.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	---1---				1	\$275.00				
N 29	WTOL	11/03/16	11/03/16	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:		10/31/16	11/06/16	---1---				1	\$250.00				
N 30	WTOL	11/03/16	11/03/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	---1---				1	\$225.00				
N 31	WTOL	11/03/16	11/03/16	News 11 @ 6 PM	557-630p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	---1---				1	\$275.00				
N 32	WTOL	11/03/16	11/03/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	---1---				1	\$125.00				
N 33	WTOL	11/03/16	11/03/16	7-730pm M-F	M-F 658-730pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	---1---				1	\$300.00				
N 34	WTOL	11/03/16	11/03/16	730-8pm M-F	M-F 730-8pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	---1---				1	\$300.00				
N 35	WTOL	11/01/16	11/01/16	TUE HOUR 3	Tuesday Prime		:30				NM	1	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-1-----				1	\$825.00				
N 36	WTOL	11/01/16	11/01/16	11pm News M-F	1057-1135pm		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-1-----				1	\$275.00				
N 37	WTOL	11/01/16	11/01/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-1-----				1	\$225.00				
N 38	WTOL	11/01/16	11/01/16	News 11 @ 6 PM	557-630p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-1-----				1	\$275.00				
N 39	WTOL	11/01/16	11/01/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-1-----				1	\$125.00				
N 40	WTOL	11/01/16	11/01/16	7-730pm M-F	M-F 658-730pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-1-----				1	\$300.00				
N 41	WTOL	11/01/16	11/01/16	730-8pm M-F	M-F 730-8pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-1-----				1	\$300.00				
N 42	WTOL	11/01/16	11/01/16	TUE HOUR 1	Tuesday Prime		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-1-----				1	\$1,100.00				
N 43	WTOL	11/02/16	11/02/16	11pm News M-F	1057-1135pm		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	--1----				1	\$275.00				
N 44	WTOL	11/02/16	11/02/16	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	1	\$225.00

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<u>Contract Dates</u> 11/01/16 - 11/07/16		<u>Product</u> TRUMP FOR PRESIDENT
		<u>Estimate #</u> 8028
<u>Advertiser</u> POL/Trump, Donald/R/Un		<u>Original Date / Revision</u> 10/06/16 / 10/17/16

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	--1----				1	\$225.00				
N 45	WTOL	11/02/16	11/02/16	News 11 @ 6 PM	557-630p		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	--1----				1	\$275.00				
N 46	WTOL	11/02/16	11/02/16	YOUR MORNING 6:00 AM	558-7am		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	--1----				1	\$125.00				
N 47	WTOL	11/02/16	11/02/16	7-730pm M-F	M-F 658-730pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	--1----				1	\$300.00				
N 48	WTOL	11/02/16	11/02/16	730-8pm M-F	M-F 730-8pm		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	--1----				1	\$300.00				
N 49	WTOL	11/02/16	11/02/16	WED HOUR 1	Wednesday Prime		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	--1----				1	\$1,200.00				
N 50	WTOL	11/02/16	11/02/16	WED HOUR 2	Wednesday Prime		:30				NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	--1----				1	\$875.00				
N 51	WTOL	11/05/16	11/05/16	News 11 @ 6PM Wk-end Lat	Late Run 6pm New		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----S-				2	\$125.00				
<b>Totals</b>								0.00				50	\$18,325.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/16 - 11/07/16	50	\$18,325.00	(\$2,748.75)	\$15,576.25
<b>Totals</b>	50	\$18,325.00	(\$2,748.75)	\$15,576.25

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

(\* 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.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.