

# CONTRACT



**Cadillac Telecasting Company**  
 1 Broadcast Way  
 Cadillac, MI 49601  
 (231) 775-3478

mifox32.com

And:

**Targeted Platform Media LLC**  
 650 Massachusetts Avenue NW  
 Washington, DC 20001

<u>Contract / Revision</u> 52204 /		<u>Alt Order #</u> 28393279
<u>Advertiser</u> Michigan Democratic State Central Committee		<u>Original Date / Revision</u> 05/01/24 / 05/01/24
<u>Contract Dates</u> 10/22/24 - 10/28/24	<u>Estimate #</u> 14670	
<u>Product</u> Issue		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WFQX-TV	<u>Account Executive</u> Erin Schumacher	<u>Sales Office</u> Katz Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> TV20316	<u>Advertiser Code</u> 1720	<u>Product 1/2</u> 1737
<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	WFQX	10/22/24	10/28/24	MTM @ 530a	5:30 AM-6:00 AM		:30			NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/24	10/28/24	1-1----				2	\$70.00			
N 2	WFQX	10/22/24	10/28/24	MTM @ 7a	7:00 AM-8:00 AM		:30			NM	5	\$1,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/24	10/28/24	11111--				5	\$395.00			
N 3	WFQX	10/22/24	10/28/24	MTM @ 8a	8:00 AM-9:00 AM		:30			NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/24	10/28/24	11111--				5	\$525.00			
N 4	WFQX	10/22/24	10/28/24	MTM @ 630a	6:30 AM-7:00 AM		:30			NM	5	\$1,175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/24	10/28/24	11111--				5	\$235.00			
N 5	WFQX	10/22/24	10/28/24	MTM @ 6a	6:00 AM-6:30 AM		:30			NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/24	10/28/24	1111---				4	\$175.00			
N 6	WFQX	10/22/24	10/28/24	Justice For The People	1:00 PM-1:30 PM		:30			NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/24	10/28/24	11111--				5	\$60.00			
N 7	WFQX	10/22/24	10/28/24	Mathis Court	12:30 PM-1:00 PM		:30			NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/24	10/28/24	111-1--				4	\$50.00			
N 8	WFQX	10/22/24	10/28/24	Justice For The People	1:30 PM-2:00 PM		:30			NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/24	10/28/24	11111--				5	\$60.00			
N 9	WFQX	10/22/24	10/28/24	Young Sheldon	6:00 PM-6:30 PM		:30			NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/24	10/28/24	11111--				5	\$90.00			
N 10	WFQX	10/22/24	10/28/24	Access Hollywood	7:30 PM-8:00 PM		:30			NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/24	10/28/24	11111--				5	\$90.00			
N 11	WFQX	10/22/24	10/28/24	Big Bang Theory	6:30 PM-7:00 PM		:30			NM	5	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/24	10/28/24	11111--				5	\$160.00			
N 12	WFQX	10/22/24	10/28/24	9&10 News at 10	10:00 PM-10:30 PM		:30			NM	5	\$2,625.00

(\* 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.



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 Cadillac, MI 49601  
 (231) 775-3478

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<u>Contract / Revision</u>	<u>Alt Order #</u>
52204 /	28393279

<u>Advertiser</u>	<u>Original Date / Revision</u>
Michigan Democratic State Central Committee	05/01/24 / 05/01/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/22/24 - 10/28/24	Issue	14670

*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:		10/22/24	10/28/24	11111--				5	\$525.00			
N 13	WFOX	10/22/24	10/28/24	Access Hollywood	10:30 PM-11:00 PM		:30			NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	-111---				3	\$60.00			
<b>Totals</b>											58	\$11,920.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/30/24 - 10/27/24	46	\$9,485.00	(\$1,422.75)	\$8,062.25
10/28/24 - 10/28/24	12	\$2,435.00	(\$365.25)	\$2,069.75
<b>Totals</b>	58	\$11,920.00	(\$1,788.00)	\$10,132.00

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

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# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

**Contract #** 28393279      **Changes as of:** 4/18/2024 at 11:21 AM      **Version:** Original Order  
**CPE:** 1720/1737/14670      **Flight:** 10/22/24 - 10/28/24      **Station:** WFQX  
**Agency:** TARGETED PLATFORM MEDIA      **Advertiser:** MICHIGAN DEMOCRATIC STATE CENTRAL COMMITTEE      **Market:** Traverse City  
**Product:** Issue      **Office:** WASHINGTON      **Total Spots:** 58  
**Agency Order #:** 13379168      **Service:** Nielsen      **Total CPP:** \$0.00  
**Buyer:** Lerario, Jenna      **Primary Demo:**      **Total GRP:**      \$0.00  
**Salesperson:** ERIN SCHUMACHER      **Assistant:** ERIN SCHUMACHER      212-424-6620  
**Separation:**

#	Day/Time	DP	Program	Rate	Len	10/22 - 10/28							Total Spots	Total \$	CPP
						10/22	10/23	10/24	10/25	10/26	10/27	10/28			
1	Tu-F,M 5:30a-6a		MTM @ 530a	\$70.00	30	0	1	0	0	0	0	1	2	\$140.00	\$0.00
2	Tu-F,M 7a-8a		MTM @ 7a	\$395.00	30	1	1	1	1	0	0	1	5	\$1,975.00	\$0.00
3	Tu-F,M 8a-9a		MTM @ 8a	\$525.00	30	1	1	1	1	0	0	1	5	\$2,625.00	\$0.00
4	Tu-F,M 6:30a-7a		MTM @ 630a	\$235.00	30	1	1	1	1	0	0	1	5	\$1,175.00	\$0.00
5	Tu-F,M 6a-6:30a		MTM @ 6a	\$175.00	30	1	1	1	0	0	0	1	4	\$700.00	\$0.00
6	Tu-F,M 1p-1:30p		Justice For The People	\$60.00	30	1	1	1	1	0	0	1	5	\$300.00	\$0.00
7	Tu-F,M 12:30p-1p		Mathis Court	\$50.00	30	1	1	0	1	0	0	1	4	\$200.00	\$0.00
8	Tu-F,M 1:30p-2p		Justice For The People	\$60.00	30	1	1	1	1	0	0	1	5	\$300.00	\$0.00
9	Tu-F,M 6p-6:30p		Young Sheldon	\$90.00	30	1	1	1	1	0	0	1	5	\$450.00	\$0.00
10	Tu-F,M 7:30p-8p		Access Hollywood	\$90.00	30	1	1	1	1	0	0	1	5	\$450.00	\$0.00
11	Tu-F,M 6:30p-7p		Big Bang Theory	\$160.00	30	1	1	1	1	0	0	1	5	\$800.00	\$0.00
12	Tu-F,M 10p-10:30p		9&10 News at 10	\$525.00	30	1	1	1	1	1	0	1	5	\$2,625.00	\$0.00
13	Tu-F,M 10:30p-11p		Access Hollywood	\$60.00	30	1	1	1	0	0	0	0	3	\$180.00	\$0.00
<b>TOTALS:</b>						<b>12</b>	<b>13</b>	<b>11</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>12</b>	<b>58</b>	<b>\$11,920.00</b>	<b>\$0.00</b>