



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



www.wnem.com

CONTRACT

Contract / Revision 984745 / 1		Alt Order # 09673246
Advertiser AB Foundation		Original Date / Revision 11/12/19 / 11/12/19
Contract Dates 11/11/19 - 12/08/19	Estimate # 1135	
Product EST#1135 AM BRD 21ST		
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WNEM	Account Executive Brian Thomas	Sales Office TELEREP-CHIC
Special Handling		
Demographic Adults 35+		
Agy Code	Advertiser Code 5	Product 1/2 49
Agency Ref		Advertiser Ref

And:

Amplify Media & Marketing
 222 Ontario Street Suite 600
 Chicago, IL 60654
 USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
N 1	WNEM	11/11/19	12/06/19	Wakeup 5-6a	5-6am		1:00			PMT	NM	9	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/11/19	11/17/19	MTWTF--				2	\$250.00				
	Week:	11/18/19	11/24/19	MTWTF--				2	\$250.00				
	Week:	11/25/19	12/01/19	MTWTF--				3	\$250.00				
	Week:	12/02/19	12/08/19	MTWTF--				2	\$250.00				
N 2	WNEM	11/11/19	12/06/19	Wakeup 6-7a	6-7a		1:00			PMT	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/11/19	11/17/19	MTWTF--				1	\$600.00				
	Week:	11/18/19	11/24/19	MTWTF--				1	\$600.00				
	Week:	11/25/19	12/01/19	MTWTF--				1	\$600.00				
	Week:	12/02/19	12/08/19	MTWTF--				1	\$600.00				
N 3	WNEM	11/11/19	12/06/19	CBS This Morning	7-9am		1:00			PMT	NM	12	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/11/19	11/17/19	MTWTF--				3	\$500.00				
	Week:	11/18/19	11/24/19	MTWTF--				3	\$500.00				
	Week:	11/25/19	12/01/19	MTWTF--				3	\$500.00				
	Week:	12/02/19	12/08/19	MTWTF--				3	\$500.00				
N 4	WNEM	11/11/19	12/06/19	TV-5 News at 5pm	5-530pm		1:00			PMT	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/11/19	11/17/19	MTWTF--				1	\$900.00				
	Week:	11/18/19	11/24/19	MTWTF--				1	\$900.00				
	Week:	11/25/19	12/01/19	MTWTF--				1	\$900.00				
	Week:	12/02/19	12/08/19	MTWTF--				1	\$900.00				
N 5	WNEM	11/11/19	12/06/19	TV-5 News at 530pm	530-6pm		1:00			PMT	NM	12	\$11,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	11/11/19	11/17/19	MTWTF--				3	\$950.00				
	Week:	11/18/19	11/24/19	MTWTF--				3	\$950.00				
	Week:	11/25/19	12/01/19	MTWTF--				3	\$950.00				
	Week:	12/02/19	12/08/19	MTWTF--				3	\$950.00				
N 6	WNEM	11/11/19	12/06/19	TV5 News at 11pm (M11-1135p			1:00			PMT	NM	8	\$6,800.00
		<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 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.



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<u>Contract / Revision</u> 984745 /	<u>Alt Order #</u> 09673246
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<u>Advertiser</u> AB Foundation	<u>Original Date / Revision</u> 11/12/19 / 11/12/19
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<u>Contract Dates</u> 11/11/19 - 12/08/19	<u>Product</u> EST#1135 AM BRD 21S	<u>Estimate #</u> 1135
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/11/19	11/17/19	MTWTF--				2	\$850.00				
Week:		11/18/19	11/24/19	MTWTF--				2	\$850.00				
Week:		11/25/19	12/01/19	MTWTF--				2	\$850.00				
Week:		12/02/19	12/08/19	MTWTF--				2	\$850.00				
N 7	WNEM	11/23/19	12/07/19	TV-5 News at 11pm (S11-1135p			1:00			IMP	NM	2	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/18/19	11/24/19	-----1-				1	\$240.00				
Week:		11/25/19	12/01/19	-----				0	\$0.00				
Week:		12/02/19	12/08/19	-----1-				1	\$240.00				
N 8	WNEM	11/16/19	11/16/19	NCAA Football	Sa 12n-7p		1:00			IMP	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/11/19	11/17/19	-----1-				1	\$160.00				
N 9	WNEM	11/17/19	12/08/19	Detroit Lions Pre-game	Various		1:00			PMT	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/11/19	11/17/19	-----1				1	\$700.00				
Week:		11/18/19	11/24/19	-----1				1	\$700.00				
Week:		11/25/19	12/01/19	-----1				1	\$700.00				
Week:		12/02/19	12/08/19	-----1				1	\$700.00				
N 10	WNEM	12/08/19	12/08/19	NFL DIV Playoffs	TBA		1:00			IMP	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/02/19	12/08/19	-----1				1	\$1,700.00				
Totals												57	\$37,590.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/28/19 - 11/24/19	28	\$17,900.00	(\$2,685.00)	\$15,215.00
11/25/19 - 12/08/19	29	\$19,690.00	(\$2,953.50)	\$16,736.50
Totals	57	\$37,590.00	(\$5,638.50)	\$31,951.50

Signature: _____ Date: _____

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REP HEADLINE# 9673246
 *** ORIGINAL REV#0 ***

REP: TEL# 312-228-7013 FAX# 312-552-1762
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 NOV12/19 12.10
 *** WINEM-TV ***

984745

ADV # _____ ADV. NAME ISS/AB FOUNDATION
 AGY # _____ AGY. NAME AMPLIFY MEDIA
 222 ONTARIO STREET, SUITE# 600
 CHICAGO, IL 60654

REP.# _____ OFF.# 1557 SALESMAN # _____
 BUYER NAME MILES KING
 SALES PRSN CH- BRIAN THOMAS (H)

ORDER # _____ CONTRACT # 9673246 CLASS: NATL. LOCAL REGIONAL

PRDCT EST#1135 AM BRD 21ST EST#1135 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES NOV11/19 DEC8/19 WK-4

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV12/19 12.10

REP: NEW ORDER POLITICAL ISSUE,\$37590 57 SPOTS
 FLIGHT 11/13 THRU 12/8 ADV NAME AMERICAN BRIDGE FOUNDATION.EST #1135
 PLEASE CONFIRM. THANKS/BRIAN FOR TRACY

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 FLIGHT 11/13 THRU 12/8 ADVERTISER NAME AB FOUNDATION.SEP:30 EST#1135

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			500A-600A	60		\$250.00	11/11	11/22	2	PMT	M-F	4
1			500A-600A	60		\$250.00	11/25	11/29	3		M-F	3
1			500A-600A	60		\$250.00	12/2	12/6	2		M-F	2
2			600A-700A	60		\$600.00	11/11	12/6	1	PMT	M-F	4

AGENCY ADVERTISER CODE = 5
 AGENCY PRODUCT CODE = 49
 AGENCY EST# = 1135
 PROGRAM : TV 5 WAKE UP 5-6A
 CON COM1 : TV 5 WAKE UP 5-6A
 PROGRAM : TV 5 WAKE UP 6-7A
 CON COM1 : TV 5 WAKE UP 6-7A

REP HEADLINE# 9673246
 *** ORIGINAL REV#0 ***

REP: TEL# 312-228-7013 FAX# 312-552-1762
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 NOV12/19 12.10
 *** WNNM-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-900A PROGRAM : CBS THIS MORNING CON COM1 : CBS THIS MORNING	60		\$500.00	11/11	12/6	3	PMT	M-F	12
4			500P-530P PROGRAM : TV 5 NEWS @ 5P CON COM1 : TV 5 NEWS @ 5P	60		\$900.00	11/11	12/6	1	PMT	M-F	4
5			530P-600P PROGRAM : TV 5 NEWS @ 530P CON COM1 : TV 5 NEWS @ 530P	60		\$950.00	11/11	12/6	3	PMT	M-F	12
6			1100P-1135P PROGRAM : TV 5 NEWS AT 11P CON COM1 : TV 5 NEWS AT 11P	60		\$850.00	11/11	12/6	2	PMT	M-F	8
7			1100P-1135P PROGRAM : TV 5 NEWS AT 11P CON COM1 : TV 5 NEWS AT 11P	60		\$240.00	11/23	11/23	1	1MP	SAT	1
7			1100P-1135P PROGRAM : TV 5 NEWS AT 11P CON COM1 : TV 5 NEWS AT 11P	60		\$240.00	12/7	12/7	1		SAT	1
8			1200N-330P PROGRAM : SEC CONF FTBL CON COM1 : SEC CONF FTBL	60		\$160.00	11/16	11/16	1	1MP	SAT	1
9			1200N-100P PROGRAM : NFL LIONS PRESHOW CON COM1 : NFL LIONS PRESHOW	60		\$700.00	11/17	12/8	1	PMT	SUN	4
10			430P-730P PROGRAM : CHIEFS AT PATRIOTS CON COM1 : CHIEFS AT PATRIOTS	60		\$1,700.00	12/8	12/8	1	1MP	SUN	1

CONTRACT TOTAL 37590.00
 TOTAL SPOTS 57

NOV/19 17900.00 DEC/19 19690.00

REP HEADLINE# 9673246
 *** ORIGINAL REV#0 ***

REP: TEL# 312-228-7013 FAX# 312-552-1762
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 NOV12/19 12.10
 *** WNNM-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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MARKET TOTALS			\$62,650	WNEM 60%	WJRT 23%	WEYI 7%	WSMH 10%	CABL 0%	WBSF 0%	ENEM 0%		
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NEW ORDER POLITICAL ISSUE;\$37590
 FLIGHT 11/13 THRU 12/8 ADV NAME AMERICAN BRIDGE FOUNDATION.

SVC- NSI BOOKS- NOV/18 EST/ES NOV/21 NOV/ES
 DEMOS - RA35+*