



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



www.wnem.com

CONTRACT

<u>Contract / Revision</u> 984761 /		<u>Alt Order #</u> 09673243
<u>Advertiser</u> AB Foundation		<u>Original Date / Revision</u> 11/12/19 / 11/12/19
<u>Contract Dates</u> 11/11/19 - 12/08/19	<u>Estimate #</u> 1134	
<u>Product</u> EST#1134 AM BRD 21ST		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WNEM	<u>Account Executive</u> Brian Thomas	<u>Sales Office</u> TELEREP-CHIC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 5	<u>Product 1/2</u> 49
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

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		:30			PMT	NM	9	\$1,125.00
		<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	\$125.00				
	Week:	11/18/19	11/24/19	MTWTF--				2	\$125.00				
	Week:	11/25/19	12/01/19	MTWTF--				3	\$125.00				
	Week:	12/02/19	12/08/19	MTWTF--				2	\$125.00				
N 2	WNEM	11/11/19	12/06/19	Wakeup 6-7a	6-7a		:30			PMT	NM	4	\$1,200.00
		<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	\$300.00				
	Week:	11/18/19	11/24/19	MTWTF--				1	\$300.00				
	Week:	11/25/19	12/01/19	MTWTF--				1	\$300.00				
	Week:	12/02/19	12/08/19	MTWTF--				1	\$300.00				
N 3	WNEM	11/11/19	12/06/19	CBS This Morning	7-9am		:30			PMT	NM	12	\$3,000.00
		<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	\$250.00				
	Week:	11/18/19	11/24/19	MTWTF--				3	\$250.00				
	Week:	11/25/19	12/01/19	MTWTF--				3	\$250.00				
	Week:	12/02/19	12/08/19	MTWTF--				3	\$250.00				
N 4	WNEM	11/11/19	12/06/19	TV-5 News at 5pm	5-530pm		:30			PMT	NM	4	\$1,800.00
		<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	MTWTF--				1	\$450.00				
	Week:	11/18/19	11/24/19	MTWTF--				1	\$450.00				
	Week:	11/25/19	12/01/19	MTWTF--				1	\$450.00				
	Week:	12/02/19	12/08/19	MTWTF--				1	\$450.00				
N 5	WNEM	11/11/19	12/06/19	TV-5 News at 530pm	530-6pm		:30			PMT	NM	12	\$5,700.00
		<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	\$475.00				
	Week:	11/18/19	11/24/19	MTWTF--				3	\$475.00				
	Week:	11/25/19	12/01/19	MTWTF--				3	\$475.00				
	Week:	12/02/19	12/08/19	MTWTF--				3	\$475.00				
N 6	WNEM	11/11/19	12/06/19	TV5 News at 11pm (M11-1135p)			:30			PMT	NM	8	\$3,400.00
		<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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984761 /	09673243

<u>Advertiser</u>	<u>Original Date / Revision</u>
AB Foundation	11/12/19 / 11/12/19

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/11/19 - 12/08/19	EST#1134 AM BRD 21S	1134

*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	\$425.00				
Week:		11/18/19	11/24/19	MTWTF--				2	\$425.00				
Week:		11/25/19	12/01/19	MTWTF--				2	\$425.00				
Week:		12/02/19	12/08/19	MTWTF--				2	\$425.00				
N 7	WNEM	11/23/19	12/07/19	TV-5 News at 11pm (S11-1135p			:30			IMP	NM	2	\$240.00
		<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	\$120.00				
Week:		11/25/19	12/01/19	-----				0	\$0.00				
Week:		12/02/19	12/08/19	-----1-				1	\$120.00				
N 8	WNEM	11/16/19	11/16/19	NCAA Basketball	11a-10P		:30			IMP	NM	1	\$80.00
		<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	\$80.00				
N 9	WNEM	11/17/19	12/08/19	Detroit Lions Pre-game/Various			:30			PMT	NM	4	\$1,400.00
		<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	-----1				1	\$350.00				
Week:		11/18/19	11/24/19	-----1				1	\$350.00				
Week:		11/25/19	12/01/19	-----1				1	\$350.00				
Week:		12/02/19	12/08/19	-----1				1	\$350.00				
N 10	WNEM	12/08/19	12/08/19	NFL DIV Playoffs	TBA		:30			IMP	NM	1	\$850.00
		<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	\$850.00				
Totals												57	\$18,795.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/28/19 - 11/24/19	28	\$8,950.00	(\$1,342.50)	\$7,607.50
11/25/19 - 12/08/19	29	\$9,845.00	(\$1,476.75)	\$8,368.25
Totals	57	\$18,795.00	(\$2,819.25)	\$15,975.75

Signature: _____ Date: _____

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REP HEADLINE# 9673243 REP: TEL# 312-228-7013 FAX# 312-552-1762
 *** ORIGINAL REV#0 *** CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV12/19 12.06
 *** *** WNEB-TV ***

ADV # _____ ADV. NAME ISS/AB FOUNDATION REP.# _____ OFF.# 1557 SALESMAN # _____
 AGY # _____ AGY. NAME AMPLIFY MEDIA BUYER NAME MILES KING
 222 ONTARIO STREET, SUITE# 600 SALES PRSN CH- BRIAN THOMAS (H)
 CHICAGO, IL 60654

ORDER # _____ CONTRACT # 9673243 CLASS: NATL. LOCAL REGIONAL
 PRDCT EST#1134 AM BRD 21ST EST#1134 COMMENTS: (LINE, ORDER, INVOICE)
 FLIGHT DATES NOV11/19 DEC8/19 WK-4

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV12/19 12.06
 REP: NEW ORDER POLITICAL ISSUE; \$31325 57X SPOTS.
 FLIGHT 11/13 THRU 12/8 ADV NAME AMERICAN BRIDGE FOUNDATION.EST#1134
 PLEASE CONFIRM. THANKS/BRIAN FOR TRACY.

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 FLIGHT 11/13 THRU 12/8 ADV NAME AB FOUNDATION.SEP:30 EST#1134

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			500A-600A	30		\$125.00	11/11	11/22	2	PMT	M-F	4
1			500A-600A	30		\$125.00	11/25	11/29	3		M-F	3
1			500A-600A	30		\$125.00	12/2	12/6	2		M-F	2
PROGRAM : TV 5 WAKE UP 5-6A CON COM1 : TV 5 WAKE UP 5-6A												
2			600A-700A	30		\$300.00	11/11	12/6	1	PMT	M-F	4
PROGRAM : TV 5 WAKE UP 6-7A CON COM1 : TV 5 WAKE UP 6-7A												

AGENCY ADVERTISER CODE = 5
 AGENCY PRODUCT CODE = 49
 AGENCY EST# = 1134

REP HEADLINE# 9673243 REP: TEL# 312-228-7013 FAX# 312-552-1762
 *** ORIGINAL REV#0 *** CREDIT ADVISORY: AGENCY CREDIT RISK !!! NOV12/19 12.06
 ORDER WORKSHEET HARRIS REPORT FROM REP *** WNNM-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-900A	30		\$250.00	11/11	12/6	3	PMT	M-F	12
	PROGRAM : CBS THIS MORNING											
	CON COM1 : CBS THIS MORNING											
4			500P-530P	30		\$450.00	11/11	12/6	1	PMT	M-F	4
	PROGRAM : TV 5 NEWS @ 5P											
	CON COM1 : TV 5 NEWS @ 5P											
5			530P-600P	30		\$475.00	11/11	12/6	3	PMT	M-F	12
	PROGRAM : TV 5 NEWS @ 530P											
	CON COM1 : TV 5 NEWS @ 530P											
6			1100P-1135P	30		\$425.00	11/11	12/6	2	PMT	M-F	8
	PROGRAM : TV 5 NEWS AT 11P											
	CON COM1 : TV 5 NEWS AT 11P											
7			1100P-1135P	30		\$120.00	11/23	11/23	1	IMP	SAT	1
	PROGRAM : TV 5 NEWS AT 11P											
	CON COM1 : TV 5 NEWS AT 11P											
7			1100P-1135P	30		\$120.00	12/7	12/7	1	IMP	SAT	1
	PROGRAM : TV 5 NEWS AT 11P											
	CON COM1 : TV 5 NEWS AT 11P											
8			1200N-330P	30		\$80.00	11/16	11/16	1	IMP	SAT	1
	PROGRAM : SEC CONF FTBL											
	CON COM1 : SEC CONF FTBL											
9			1200N-100P	30		\$350.00	11/17	12/8	1	PMT	SUN	4
	PROGRAM : NFL LIONS PRESHOW											
	CON COM1 : NFL LIONS PRESHOW											
10			430P-730P	30		\$850.00	12/8	12/8	1	IMP	SUN	1
	PROGRAM : CHIEFS AT PATRIOTS											
	CON COM1 : CHIEFS AT PATRIOTS											

NOV/19 \$8,950.00 DEC/19 \$9,845.00 CONTRACT TOTAL 18795.00
 TOTAL SPOTS 57

REP HEADLINE# 9673243 REP: TEL# 312-228-7013 FAX# 312-552-1762
 *** ORIGINAL REV#0 *** CREDIT ADVISORY: AGENCY CREDIT RISK !!! NOV12/19 12.06
 ORDER WORKSHEET HARRIS REPORT FROM REP *** 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 \$31,325 WNNM 60% WJRT 20% WEYI 10% WSMH 10% CABL 0% WBSF 0% ENEM 0%

POLITICAL ISSUE; FLIGHT 11/13 THRU 12/8 ADV NAME AB FOUNDATION.SEP:30
 EST#1134 \$31325

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