

CONTRACT



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

www.wnem.com

And:

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

<u>Contract / Revision</u> 984761 / 2		<u>Alt Order #</u> 09673243
<u>Advertiser</u> AB Foundation		<u>Original Date / Revision</u> 11/12/19 / 11/19/19
<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>Agency Ref</u>	<u>Advertiser Code</u> 5	<u>Product 1/2</u> 49
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Type	Spots	Amount
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				
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				
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				
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				
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				
9	WNEM	11/25/19-12/01/19		TV-5 News at 530pm	530-6pm		:30		\$475.00		NM		
		See MG 5.13											
13	WNEM	11/29/19-11/29/19		NCAA Football	F 230-6		:30		\$475.00		NM		
		Ⓜ MG for 5.9 11/29											

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

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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>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		12/02/19	12/08/19	MTWTF--				3	\$475.00				
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>				
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				
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				
8	WNEM	11/16/19	11/16/19	NCAA Basketball	11a-10P		:30			IMP	NM	2	\$430.00
		<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				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	WNEM	11/11/19-11/17/19		NCAA Basketball	11a-10P	-----Sa--	:30		\$80.00		NM		
See MG 8.2,8.3													
2	WNEM	11/16/19-11/16/19		NCAA Football	Sa 12n-7p	-----Sa--	:30		\$80.00		NM		
Ⓜ MG for 9.1,8.1													
3	WNEM	11/17/19-11/17/19		NFL Today	NFL Today	-----Su	:30		\$350.00		NM		
Ⓜ MG for 9.1,8.1													
9	WNEM	11/17/19	12/08/19	Detroit Lions Pre-gam/Various			:30			PMT	NM	3	\$1,050.00
		<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				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	WNEM	11/11/19-11/17/19		Detroit Lions Pre-game Sh	Various	-----Su	:30		\$350.00		NM		
See MG 8.2,8.3													
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				
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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