



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

www.wnem.com

# CONTRACT

<u>Contract / Revision</u> 984745 / 1		<u>Alt Order #</u> 09673246
<u>Advertiser</u> AB Foundation		<u>Original Date / Revision</u> 11/15/19 / 11/15/19
<u>Contract Dates</u> 11/11/19 - 12/08/19	<u>Estimate #</u> 1135	
<u>Product</u> EST#1135 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 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
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				
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				
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				
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				
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				
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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984745 / 1	09673246

<u>Advertiser</u>	<u>Original Date / Revision</u>
AB Foundation	11/15/19 / 11/15/19

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/11/19 - 12/08/19	EST#1135 AM BRD 21S	1135

*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				
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				
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-gam	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				
<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	1:00		<del>\$700.00</del>		NM		
See MG 9.6													
6	WNEM	11/17/19-11/17/19		NFL Football	1p-4pm/1-5pm	-----Su	1:00		\$700.00		NM		
Ⓜ MG for 9.1 11/17													
Week:		11/18/19	11/24/19	-----1				1	\$700.00				
2	WNEM	11/18/19-11/24/19		Detroit Lions Pre-game Sh	Various	-----Su	1:00		<del>\$700.00</del>		NM		
See MG 9.5													
5	WNEM	11/24/19-11/24/19		NFL Today	NFL Today	-----Su	1:00		\$700.00		NM		
Ⓜ MG for 9.2 11/24													
Week:		11/25/19	12/01/19	-----1				1	\$700.00				
Week:		12/02/19	12/08/19	-----1				1	\$700.00				
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				
<b>Totals</b>												<b>57</b>	<b>\$37,590.00</b>

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
<b>Totals</b>	<b>57</b>	<b>\$37,590.00</b>	<b>(\$5,638.50)</b>	<b>\$31,951.50</b>

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

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