

CONTRACT



Heritage Broadcasting Company
 1 Broadcast Way
 Cadillac, MI 49601
 (231) 775-3478

<u>Contract / Revision</u> 52196 /		<u>Alt Order #</u> 28393271
<u>Advertiser</u> Michigan Democratic State Central Committee		<u>Original Date / Revision</u> 05/01/24 / 05/01/24
<u>Contract Dates</u> 10/08/24 - 10/14/24	<u>Estimate #</u> 14668	
<u>Product</u> Issue		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WWTV-TV	<u>Account Executive</u> Erin Schumacher	<u>Sales Office</u> Katz Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> TV20316	<u>Advertiser Code</u> 1720	<u>Product 1/2</u> 1737
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WWTV	10/08/24	10/14/24	CBS Mornings	7:00 AM-9:00 AM		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/24	10/14/24	1111---				4	\$250.00			
N 2	WWTV	10/08/24	10/14/24	MTM @ 630a	6:30 AM-7:00 AM		:30			NM	3	\$1,260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/24	10/14/24	11--1--				3	\$420.00			
N 3	WWTV	10/08/24	10/14/24	MTM @ 530a	5:30 AM-6:00 AM		:30			NM	3	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/24	10/14/24	--11--				3	\$310.00			
N 4	WWTV	10/08/24	10/14/24	MTM @ 5a	5:00 AM-5:30 AM		:30			NM	3	\$810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/24	10/14/24	11-1---				3	\$270.00			
N 5	WWTV	10/08/24	10/14/24	MTM @ 430a	4:30 AM-5:00 AM		:30			NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/24	10/14/24	11--1--				3	\$180.00			
N 6	WWTV	10/08/24	10/14/24	MTM @ 6a	6:00 AM-6:30 AM		:30			NM	3	\$1,230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/24	10/14/24	-1-11--				3	\$410.00			
N 7	WWTV	10/08/24	10/14/24	Good Day Northern Michigan	9:00 AM-10:00 AM		:30			NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/24	10/14/24	1---1--				2	\$140.00			
N 8	WWTV	10/08/24	10/14/24	9&10 News @ Noon	12:00 PM-12:30 PM		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/24	10/14/24	-1-1---				2	\$1,200.00			
N 9	WWTV	10/08/24	10/14/24	9&10 News @ 6p	6:00 PM-6:30 PM		:30			NM	1	\$1,445.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/24	10/14/24	-----1				1	\$1,445.00			
N 10	WWTV	10/08/24	10/14/24	9&10 News @ 5p	5:00 PM-5:30 PM		:30			NM	2	\$4,390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/24	10/14/24	11-----				2	\$2,195.00			
N 11	WWTV	10/08/24	10/14/24	9&10 News @ 530p	5:30 PM-6:00 PM		:30			NM	1	\$2,585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/24	10/14/24	---1---				1	\$2,585.00			
N 12	WWTV	10/08/24	10/14/24	9&10 News @ 6p	6:00 PM-6:30 PM		:30			NM	1	\$3,875.00

(* 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.



Heritage Broadcasting Company
1 Broadcast Way
Cadillac, MI 49601
(231) 775-3478

<u>Contract / Revision</u> 52196 /	<u>Alt Order #</u> 28393271
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<u>Advertiser</u> Michigan Democratic State Central Committee	<u>Original Date / Revision</u> 05/01/24 / 05/01/24
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<u>Contract Dates</u> 10/08/24 - 10/14/24	<u>Product</u> Issue	<u>Estimate #</u> 14668
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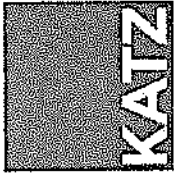
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/24	10/14/24	---1---				1	\$3,875.00			
N 13	WWTV	10/08/24	10/14/24	9&10 News @ 11p	11:00 PM-11:30 PM		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/24	10/14/24	-----1				1	\$1,000.00			
N 14	WWTV	10/08/24	10/14/24	Face The Nation	10:30 AM-11:30 AM		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/24	10/14/24	-----1				1	\$500.00			
N 15	WWTV	10/08/24	10/14/24	CBS Saturday Morning	8:00 AM-10:00 AM		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/24	10/14/24	-----1-				1	\$500.00			
N 16	WWTV	10/08/24	10/14/24	CBS Sunday News	9:00 AM-10:30 AM		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/24	10/14/24	-----1				1	\$1,000.00			
Totals											32	\$23,745.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/30/24 - 10/14/24	32	\$23,745.00	(\$3,561.75)	\$20,183.25
Totals	32	\$23,745.00	(\$3,561.75)	\$20,183.25

Signature: _____ **Date:** _____

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125 West 55th St
New York, NY 10019

KATZ TELEVISION GROUP

Contract # 28393271
CPE: 1720/1737/14668
Agency: TARGETED PLATFORM MEDIA
650 MASSACHUSETTS AVENUE NW
20001

Changes as of: 4/18/2024 at 11:20 AM
Flight: 10/8/24 - 10/14/24
Advertiser: MICHIGAN DEMOCRATIC STATE CENTRAL COMMITTEE
Product: Issue

Version: Original Order
Station: WWTV
Market: Traverse City
Con Type: POLITI
Total \$: \$23,741
Total Spots: 32

Agency Order #: 13379159
Buyer: Lerario, Jenna
Salesperson: ERIN SCHUMACHER
Separation:
Service: Nielsen
Primary Demo: ERIN SCHUMACHER
Assistant: ERIN SCHUMACHER
212-424-6620

Total CPP: \$0.00
Total GRP:

#	Day/Time	DP	Program	Rate	Len	10/8 - 10/14							Total Spots	Total \$	CPP	
						10/8	10/9	10/10	10/11	10/12	10/13	10/14				
1	Tu-F, M 7a-9a		CBS Mornings	\$250.00	30	1	1	1	0	0	0	0	1	4	\$1,000.00	\$0.00
2	Tu-F, M 6:30a-7a		MTM @ 630a	\$420.00	30	1	0	0	1	0	0	0	1	3	\$1,260.00	\$0.00
3	Tu-F, M 5:30a-6a		MTM @ 530a	\$310.00	30	0	1	1	1	0	0	0	0	3	\$930.00	\$0.00
4	Tu-F, M 5a-5:30a		MTM @ 5a	\$270.00	30	1	0	1	0	0	0	0	1	3	\$810.00	\$0.00
5	Tu-F, M 4:30a-5a		MTM @ 430a	\$180.00	30	1	0	0	1	0	0	0	1	3	\$540.00	\$0.00
6	Tu-F, M 6a-6:30a		MTM @ 6a	\$410.00	30	1	0	1	1	0	0	0	0	3	\$1,230.00	\$0.00
7	Tu-F, M 7:30a-10a		Good Day Northern Michigan	\$140.00	30	0	0	0	1	0	0	0	1	2	\$280.00	\$0.00
8	Tu-F, M 12n-12:30p		9&10 News @ Noon	\$1,200.00	30	1	0	1	0	0	0	0	0	2	\$2,400.00	\$0.00
9	Su 6p-6:30p		9&10 News @ 6p	\$1,445.00	30	0	0	0	0	0	1	0	0	1	\$1,445.00	\$0.00
10	Tu-F, M 5p-5:30p		9&10 News @ 5p	\$2,195.00	30	1	0	0	0	0	0	0	1	2	\$4,390.00	\$0.00
11	Tu-F, M 5:30p-6p		9&10 News @ 530p	\$2,585.00	30	0	0	1	0	0	0	0	0	1	\$2,585.00	\$0.00
12	Tu-F, M 6p-6:30p		9&10 News @ 6p	\$3,875.00	30	0	0	1	0	0	0	0	0	1	\$3,875.00	\$0.00
13	Su 11p-11:30p		9&10 News @ 11p	\$1,000.00	30	0	0	0	0	0	1	0	0	1	\$1,000.00	\$0.00
14	Sa 10:30a-11:30a		Face The Nation	\$500.00	30	0	0	0	0	0	1	0	0	1	\$500.00	\$0.00
15	Sa 9a-10a		CBS Saturday Morning	\$500.00	30	0	0	0	0	1	0	0	0	1	\$500.00	\$0.00
16	Su 9a-10:30a		CBS Sunday News	\$1,000.00	30	0	0	0	0	0	1	0	0	1	\$1,000.00	\$0.00
TOTALS:						7	2	7	5	1	4	6	32	\$23,745.00	\$0.00	