

# CONTRACT



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

<u>Contract / Revision</u> 52198 /		<u>Alt Order #</u> 28393273
<u>Advertiser</u> Michigan Democratic State Central Committee		<u>Original Date / Revision</u> 05/01/24 / 05/01/24
<u>Contract Dates</u> 10/22/24 - 10/28/24	<u>Estimate #</u> 14670	
<u>Product</u> Issue		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WWTW-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	WWTW	10/22/24	10/28/24	CBS MORNING	4:00 XM-4:30 XM		:30			NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	11111--				5	\$40.00			
N 2	WWTW	10/22/24	10/28/24	CBS Mornings	7:00 AM-9:00 AM		:30			NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	11111--				5	\$250.00			
N 3	WWTW	10/22/24	10/28/24	MTM @ 630a	6:30 AM-7:00 AM		:30			NM	5	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	11111--				5	\$420.00			
N 4	WWTW	10/22/24	10/28/24	MTM @ 530a	5:30 AM-6:00 AM		:30			NM	5	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	11111--				5	\$310.00			
N 5	WWTW	10/22/24	10/28/24	MTM @ 5a	5:00 AM-5:30 AM		:30			NM	5	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	11111--				5	\$270.00			
N 6	WWTW	10/22/24	10/28/24	MTM @ 430a	4:30 AM-5:00 AM		:30			NM	5	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	11111--				5	\$180.00			
N 7	WWTW	10/22/24	10/28/24	MTM @ 6a	6:00 AM-6:30 AM		:30			NM	5	\$2,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	11111--				5	\$410.00			
N 8	WWTW	10/22/24	10/28/24	Good Day Northern Michigan	9:00 AM-10:00 AM		:30			NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	11111--				5	\$140.00			
N 9	WWTW	10/22/24	10/28/24	Live with Kelly	10:00 AM-11:00 AM		:30			NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	11111--				5	\$140.00			
N 10	WWTW	10/22/24	10/28/24	The Talk	2:00 PM-3:00 PM		:30			NM	5	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	11111--				5	\$210.00			
N 11	WWTW	10/22/24	10/28/24	Price is Right	11:00 AM-12:00 PM		:30			NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	11111--				5	\$750.00			
N 12	WWTW	10/22/24	10/28/24	9&10 News @ Noon	12:00 PM-12:30 PM		:30			NM	5	\$6,000.00

(\* 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>	<u>Alt Order #</u>
52198 /	28393273

<u>Advertiser</u>	<u>Original Date / Revision</u>
Michigan Democratic State Central Committee	05/01/24 / 05/01/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/22/24 - 10/28/24	Issue	14670

*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:		10/22/24	10/28/24	11111--				5	\$1,200.00			
N 13	WWTV	10/22/24	10/28/24	Young & the Restless	12:30 PM-1:30 PM		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	11-1---				3	\$750.00			
N 14	WWTV	10/22/24	10/28/24	Bold and the Beautiful	1:30 PM-2:00 PM		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	--111--				3	\$750.00			
N 15	WWTV	10/22/24	10/28/24	Let's Make a Deal	3:00 PM-4:00 PM		:30			NM	5	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	11111--				5	\$290.00			
N 16	WWTV	10/22/24	10/28/24	The Four	4:00 PM-5:00 PM		:30			NM	5	\$3,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	11111--				5	\$725.00			
N 17	WWTV	10/22/24	10/28/24	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:		10/22/24	10/28/24	-----1				1	\$1,445.00			
N 18	WWTV	10/22/24	10/28/24	9&10 News @ 5p	5:00 PM-5:30 PM		:30			NM	5	\$10,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	11111--				5	\$2,195.00			
N 19	WWTV	10/22/24	10/28/24	9&10 News @ 530p	5:30 PM-6:00 PM		:30			NM	5	\$12,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	11111--				5	\$2,585.00			
N 20	WWTV	10/22/24	10/28/24	9&10 News @ 6p	6:00 PM-6:30 PM		:30			NM	5	\$19,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	11111--				5	\$3,875.00			
N 21	WWTV	10/22/24	10/28/24	Big Bang Theory	7:00 PM-7:30 PM		:30			NM	2	\$2,730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	-1-1---				2	\$1,365.00			
N 22	WWTV	10/22/24	10/28/24	Young Sheldon	7:30 PM-8:00 PM		:30			NM	1	\$1,385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	1-----				1	\$1,385.00			
N 23	WWTV	10/22/24	10/28/24	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:		10/22/24	10/28/24	-----1				1	\$1,000.00			
N 24	WWTV	10/22/24	10/28/24	Late Show with Stephen Colb	11:36 PM-12:37 AM		:30			NM	4	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/24	10/28/24	1-111--				4	\$190.00			
N 25	WWTV	10/22/24	10/28/24	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:		10/22/24	10/28/24	-----1				1	\$500.00			
N 26	WWTV	10/22/24	10/28/24	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:		10/22/24	10/28/24	-----1-				1	\$500.00			
N 27	WWTV	10/22/24	10/28/24	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:		10/22/24	10/28/24	-----1				1	\$1,000.00			
<b>Totals</b>											<b>103</b>	<b>\$83,770.00</b>

(\* 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>	<u>Alt Order #</u>
52198 /	28393273

<u>Advertiser</u>	<u>Original Date / Revision</u>
Michigan Democratic State Central Committe	05/01/24 / 05/01/24

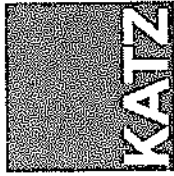
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/22/24 - 10/28/24	Issue	14670

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/30/24 - 10/27/24	83	\$67,455.00	(\$10,118.25)	\$57,336.75
10/28/24 - 10/28/24	20	\$16,315.00	(\$2,447.25)	\$13,867.75
<b>Totals</b>	<b>103</b>	<b>\$83,770.00</b>	<b>(\$12,565.50)</b>	<b>\$71,204.50</b>

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

(\* 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.



# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract# 28393273  
CPE: 1720/1737/14670  
Agency: TARGETED PLATFORM MEDIA

650 MASSACHUSETTS AVENUE NW  
20001

Changes as of: 4/18/2024 at 11:20 AM  
Flight: 10/22/24 - 10/28/24  
Advertiser: MICHIGAN DEMOCRATIC STATE CENTRAL COMMITTEE

Product: Issue

Agency Order #: 13379167  
Buyer: Lerario, Jenna  
Salesperson: ERIN SCHUMACHER  
212-424-6620

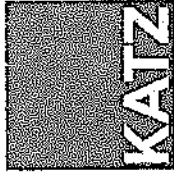
Service: Nielsen  
Primary Demo: ERIN SCHUMACHER  
Assistant: ERIN SCHUMACHER  
212-424-6620

Version: Original Order  
Station: WWTV  
Market: Traverse City

Total Spots: 103

Total CPP: \$0.00  
Total GRP:

#	Day/Time	DP	Program	Rate	Len	10/22 - 10/28							Total Spots	Total \$	CPP
						10/22	10/23	10/24	10/25	10/26	10/27	10/28			
1	Tu-F,M 14a-4:30a		CBS MORNING	\$40.00	30	1	1	1	1	0	0	1	5	\$200.00	\$0.00
2	Tu-F,M 7a-9a		CBS Mornings	\$250.00	30	1	1	1	1	0	0	1	5	\$1,250.00	\$0.00
3	Tu-F,M 6:30a-7a		MTM @ 630a	\$420.00	30	1	1	1	1	0	0	1	5	\$2,100.00	\$0.00
4	Tu-F,M 5:30a-6a		MTM @ 530a	\$310.00	30	1	1	1	1	0	0	1	5	\$1,550.00	\$0.00
5	Tu-F,M 5a-5:30a		MTM @ 5a	\$270.00	30	1	1	1	1	0	0	1	5	\$1,350.00	\$0.00
6	Tu-F,M 4:30a-5a		MTM @ 430a	\$180.00	30	1	1	1	1	0	0	1	5	\$900.00	\$0.00
7	Tu-F,M 6a-6:30a		MTM @ 6a	\$410.00	30	1	1	1	1	0	0	1	5	\$2,050.00	\$0.00
8	Tu-F,M 9a-10a		Good Day Northern Michigan	\$140.00	30	1	1	1	1	0	0	1	5	\$700.00	\$0.00
9	Tu-F,M 10a-11a		Live with Kelly	\$140.00	30	1	1	1	1	0	0	1	5	\$700.00	\$0.00
10	Tu-F,M 2p-3p		The Talk	\$210.00	30	1	1	1	1	0	0	1	5	\$1,050.00	\$0.00
11	Tu-F,M 11a-12n		Price is Right	\$750.00	30	1	1	1	1	0	0	1	5	\$3,750.00	\$0.00
12	Tu-F,M 12n-12:30p		9&10 News @ Noon	\$1,200.00	30	1	1	1	1	0	0	1	5	\$6,000.00	\$0.00
13	Tu-F,M 12:30p-1:30p		Young & the Restless	\$750.00	30	1	0	1	0	0	0	1	3	\$2,250.00	\$0.00
14	Tu-F,M 1:30p-2p		Bold and the Beautiful	\$750.00	30	0	1	1	1	0	0	0	3	\$2,250.00	\$0.00
15	Tu-F,M 3p-4p		Let's Make a Deal	\$290.00	30	1	1	1	1	0	0	1	5	\$1,450.00	\$0.00
16	Tu-F,M 4p-5p		The Four	\$725.00	30	1	1	1	1	0	0	1	5	\$3,625.00	\$0.00
17	Su 6p-6:30p		9&10 News @ 6p	\$1,445.00	30	0	0	0	0	0	1	0	1	\$1,445.00	\$0.00
18	Tu-F,M 5p-5:30p		9&10 News @ 5p	\$2,195.00	30	1	1	1	1	0	0	1	5	\$10,975.00	\$0.00
19	Tu-F,M 5:30p-6p		9&10 News @ 530p	\$2,585.00	30	1	1	1	1	0	0	1	5	\$12,925.00	\$0.00



# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 28393273  
CPE: 1720/1737/14670  
Agency: TARGETED PLATFORM MEDIA  
650 MASSACHUSETTS AVENUE NW 20001

Changes as of: 4/18/2024 at 11:20 AM  
Flight: 10/22/24 - 10/28/24  
Advertiser: MICHIGAN DEMOCRATIC STATE CENTRAL COMMITTEE  
Product: Issue

Version: Original Order  
Station: WWTV  
Market: Traverse City  
Con Type: POLITICAL  
Total \$: \$83,771

Office: WASHINGTON

Total Spots: 103

Agency Order #: 13379167  
Buyer: Lerario, Jenna  
Salesperson: ERIN SCHUMACHER  
212-424-6620  
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	10/22 - 10/28							Total Spots	Total \$	CPP
						10/22	10/23	10/24	10/25	10/26	10/27	10/28			
20	Tu-F,M 6p-6:30p		9&10 News @ 6p	\$3,875.00	30	1	1	1	1	0	0	1	5	\$19,375.00	\$0.00
21	Tu-F,M 7p-7:30p		Big Bang Theory	\$1,365.00	30	1	0	1	0	0	0	0	2	\$2,730.00	\$0.00
22	Tu-F,M 7:30p-8p		Young Sheldon	\$1,385.00	30	0	0	0	0	0	0	1	1	\$1,385.00	\$0.00
23	Su 11p-11:30p		9&10 News @ 11p	\$1,000.00	30	0	0	0	0	0	1	0	1	\$1,000.00	\$0.00
24	Tu-F,M 11:36p-12:37a		Late Show with Stephen Colbert	\$190.00	30	0	1	1	1	0	0	1	4	\$760.00	\$0.00
25	Su 10:30a-11:30a		Face The Nation	\$500.00	30	0	0	0	0	0	1	0	1	\$500.00	\$0.00
26	Sa 8a-10a		CBS Saturday Morning	\$500.00	30	0	0	0	0	1	0	0	1	\$500.00	\$0.00
27	Su 9a-10:30a		CBS Sunday News	\$1,000.00	30	0	0	0	0	0	1	0	1	\$1,000.00	\$0.00
<b>TOTALS:</b>						<b>19</b>	<b>19</b>	<b>21</b>	<b>19</b>	<b>1</b>	<b>4</b>	<b>20</b>	<b>103</b>	<b>\$83,770.00</b>	<b>\$0.00</b>