

# CONTRACT



**WTOL-TV Toledo**  
**730 North Summit**  
**Toledo, OH 43604**  
**(419) 248-1111**

And:

**Midwest Communications & Media.**  
**Attention: Bob Clegg**  
**2015 Roundwyck Lane**  
**Powell, OH 43065**

<u>Contract / Revision</u> 1391657 /		<u>Alt Order #</u>
<u>Product</u> Responsible Ohio/Flight Five		
<u>Contract Dates</u> 10/12/15 - 10/18/15		<u>Estimate #</u>
<u>Advertiser</u> ISS/Responsible Ohio		<u>Original Date / Revision</u> 10/08/15 / 10/08/15
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTOL	<u>Account Executive</u> House WTOL	<u>Sales Office</u> WTOL
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 235.90
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WTOL	10/12/15	10/16/15	YOUR MORNING 5 AM	5-530am		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	MTWTF--				5	\$150.00	1.60			
N 2	WTOL	10/12/15	10/16/15	YOUR MORNING 6:00 AM	558-7am		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	MTWTF--				5	\$300.00	3.30			
N 3	WTOL	10/12/15	10/16/15	CBS This Morning	7-9am		:30				NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	MTWTF--				5	\$200.00	3.90			
N 4	WTOL	10/12/15	10/16/15	NEWS 11 @ NOON	1158am-1230pm		:30				NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	MTWTF--				5	\$400.00	7.30			
N 5	WTOL	10/12/15	10/16/15	News 11 @ 5 PM	NEWS 5-6pm		:30				NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	MTWTF--				3	\$650.00	7.50			
N 6	WTOL	10/12/15	10/16/15	News 11 @ 6 PM	557-630p		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	MTWTF--				5	\$700.00	10.40			
N 7	WTOL	10/12/15	10/16/15	7-730pm M-F	M-F 658-730pm		:30				NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	MTW-F--				5	\$1,500.00	13.10			
N 8	WTOL	10/17/15	10/18/15	News 11 @ 6 PM Weekend	557-630pm		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	-----SS				1	\$400.00	6.10			
N 9	WTOL	10/17/15	10/17/15	AM SATURDAY	8-10am		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	-----1-				1	\$150.00	2.60			
N 10	WTOL	10/17/15	10/17/15	SAT HOUR 3	Saturday Prime		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	-----1-				1	\$500.00	3.00			

(\* 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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



**WTOL-TV Toledo**  
**730 North Summit**  
**Toledo, OH 43604**  
**(419) 248-1111**

<u>Contract / Revision</u> 1391657 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/12/15 - 10/18/15	<u>Product</u> Responsible Ohio/Flight	<u>Estimate #</u>
<u>Advertiser</u> ISS/Responsible Ohio		<u>Original Date / Revision</u> 10/08/15 / 10/08/15

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 11	WTOL	10/18/15	10/18/15	AM SUNDAY	AM Sunday		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	-----1				1	\$100.00	1.60			
N 12	WTOL	10/18/15	10/18/15	FACE THE NATION	10:30-11:30am		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/12/15	10/18/15	-----1				1	\$250.00	2.10			
<b>Totals</b>								235.90				38	\$19,600.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/15 - 10/18/15	38	\$19,600.00	(\$2,940.00)	\$16,660.00
<b>Totals</b>	38	\$19,600.00	(\$2,940.00)	\$16,660.00

**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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.