



WISN Madison  
7847 Big Sky Dr  
Madison, WI 53719

Hamburger Gibson Creative  
1322 G St SE  
Washington, DC 20003

# Contract # 3360184

**Schedule Dates** 06/05/18-06/11/18  
**Advertiser** Assembly Dem Campaign Committee- Ann Groves  
**Agency** Hamburger Gibson Creative (17385)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** 885/918/5356 (1036780)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Medl, Placement,  
**Phone/Fax** /  
**CPE** 885/918/5356  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** MAX ALFORD Candidate  
Separation: 30

**Date Entered** 06/01/18  
**Last Modified** 06/01/18  
**Entered By** Kelli Witzgreuter  
**CO-OP** No  
**Headline #** ECR26025984  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$539.25  
**Net Total** \$3,055.75  
**Sales Tax**

Madison (WISN)		
By Broadcast Month	Spots	Rate
Jun. 2018	41	\$3,595.00
<b>Grand Total:</b>	<b>41</b>	<b>\$3,595.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	06/05/18-06/05/18	3	:30	11A- Maury Povich	1		1						1	\$35.00	\$35.00	Madison (WISN)	MAURY POVICH	6/1/18
2.0	Normal Line / SPOT (1)	06/07/18-06/07/18	3	:30	11A- Maury Povich	1			1					1	\$35.00	\$35.00	Madison (WISN)	MAURY POVICH	6/1/18
3.0	Normal Line / SPOT (1)	06/08/18-06/08/18	3	:30	11A- Maury Povich	1				1				1	\$35.00	\$35.00	Madison (WISN)	MAURY POVICH	6/1/18
4.0	Normal Line / SPOT (1)	06/11/18-06/11/18	3	:30	11A- Maury Povich	1								1	\$35.00	\$35.00	Madison (WISN)	MAURY POVICH	6/1/18
5.0	Normal Line / SPOT (2)	06/06/18-06/06/18	3	:30	12P- Family Feud	1		1						1	\$35.00	\$35.00	Madison (WISN)	FAMILY FEUD	6/1/18
6.0	Normal Line / SPOT (2)	06/08/18-06/08/18	3	:30	12P- Family Feud	1				1				1	\$35.00	\$35.00	Madison (WISN)	FAMILY FEUD	6/1/18
7.0	Normal Line / SPOT (2)	06/11/18-06/11/18	3	:30	12P- Family Feud	1								1	\$35.00	\$35.00	Madison (WISN)	FAMILY FEUD	6/1/18
8.0	Normal Line / SPOT (3)	06/05/18-06/05/18	3	:30	12:30P- Family Feud 2	1		1						1	\$35.00	\$35.00	Madison (WISN)	FAMILY FEUD B	6/1/18
9.0	Normal Line / SPOT (3)	06/07/18-06/07/18	3	:30	12:30P- Family Feud 2	1			1					1	\$35.00	\$35.00	Madison (WISN)	FAMILY FEUD B	6/1/18
10.0	Normal Line / SPOT (3)	06/08/18-06/08/18	3	:30	12:30P- Family Feud 2	1				1				1	\$35.00	\$35.00	Madison (WISN)	FAMILY FEUD B	6/1/18
11.0	Normal Line / SPOT (3)	06/11/18-06/11/18	3	:30	12:30P- Family Feud 2	1								1	\$35.00	\$35.00	Madison (WISN)	FAMILY FEUD B	6/1/18
12.0	Normal Line / SPOT (4)	06/06/18-06/06/18	3	:30	1P- Funny You Should Ask	1			1					1	\$35.00	\$35.00	Madison (WISN)	FUNNY YOU-ASK	6/1/18
13.0	Normal Line / SPOT (4)	06/11/18-06/11/18	3	:30	1P- Funny You Should Ask	1								1	\$35.00	\$35.00	Madison (WISN)	FUNNY YOU-ASK	6/1/18

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://fbg.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.





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**Brand** 885/918/5356 (1036780)  
**Salesperson** Millennium/Dc, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Medi.Placement,  
**Phone/Fax** /  
**CPE** 885/918/5356  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** MAX ALFORD Candidate Separation: 30

**Date Entered** 06/01/18  
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**Entered By** Kelli Whizgreuter  
**CO-OP** No  
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Jun. 2018	41	\$3,595.00
<b>Grand Total:</b>	<b>41</b>	<b>\$3,595.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT (4)	06/05/18-06/05/18	3	:30	1:30P- Family Feud 3			1						1	\$35.00	\$35.00	Madison (WISN)	FAMILY FEUD	6/1/18
15.0	Normal Line / SPOT (4)	06/07/18-06/07/18	3	:30	1:30P- Family Feud 3					1				1	\$35.00	\$35.00	Madison (WISN)	FAMILY FEUD	6/1/18
16.0	Normal Line / SPOT (4)	06/08/18-06/08/18	3	:30	1:30P- Family Feud 3						1			1	\$35.00	\$35.00	Madison (WISN)	FAMILY FEUD	6/1/18
17.0	Normal Line / SPOT (6)	06/05/18-06/05/18	3	:30	2P- Judge Greg Mathis				1					1	\$35.00	\$35.00	Madison (WISN)	JUDGE MATHIS	6/1/18
18.0	Normal Line / SPOT (6)	06/06/18-06/06/18	3	:30	2P- Judge Greg Mathis					1				1	\$35.00	\$35.00	Madison (WISN)	JUDGE MATHIS	6/1/18
19.0	Normal Line / SPOT (6)	06/11/18-06/11/18	3	:30	2P- Judge Greg Mathis			1						1	\$35.00	\$35.00	Madison (WISN)	JUDGE MATHIS	6/1/18
20.0	Normal Line / SPOT (6)	06/06/18-06/06/18	3	:30	3P- Peoples Court					1				1	\$35.00	\$35.00	Madison (WISN)	PEOPLES COURT	6/1/18
21.0	Normal Line / SPOT (7)	06/07/18-06/07/18	3	:30	3P- Peoples Court					1				1	\$35.00	\$35.00	Madison (WISN)	PEOPLES COURT	6/1/18
22.0	Normal Line / SPOT (7)	06/08/18-06/08/18	3	:30	3P- Peoples Court						1			1	\$35.00	\$35.00	Madison (WISN)	PEOPLES COURT	6/1/18
23.0	Normal Line / SPOT (8)	06/05/18-06/05/18	3	:30	4P- Judge Judy				1					1	\$100.00	\$100.00	Madison (WISN)	JUDGE JUDY	6/1/18
24.0	Normal Line / SPOT (8)	06/07/18-06/07/18	3	:30	4P- Judge Judy					1				1	\$100.00	\$100.00	Madison (WISN)	JUDGE JUDY	6/1/18
25.0	Normal Line / SPOT (8)	06/08/18-06/08/18	3	:30	4P- Judge Judy						1			1	\$100.00	\$100.00	Madison (WISN)	JUDGE JUDY	6/1/18
26.0	Normal Line / SPOT (8)	06/11/18-06/11/18	3	:30	4P- Judge Judy							1		1	\$100.00	\$100.00	Madison (WISN)	JUDGE JUDY	6/1/18
27.0	Normal Line / SPOT (9)	06/05/18-06/05/18	3	:30	4:30P- Judge Judy 2				1					1	\$100.00	\$100.00	Madison (WISN)	JUDGE JUDY B	6/1/18

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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**Comments** MAX ALFORD Candidate Separation: 30

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**Headline #** ECR26025984  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$539.25  
**Net Total** \$3,055.75  
**Sales Tax**

**Madison (WMSN)**  
By Broadcast Month  
Jun. 2018 41 \$3,595.00  
Grand Total: 41 \$3,595.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
28.0	Normal Line / SPOT (9)	06/06/18-06/06/18	3	:30	4:30P- Judge Judy 2				1					1	\$100.00	\$100.00	Madison (WMSN)	JUDGE JUDY B	6/1/18
29.0	Normal Line / SPOT (9)	06/08/18-06/08/18	3	:30	4:30P- Judge Judy 2					1				1	\$100.00	\$100.00	Madison (WMSN)	JUDGE JUDY B	6/1/18
30.0	Normal Line / SPOT (10)	06/06/18-06/06/18	3	:30	4:58P- Mike and Molly					1				1	\$125.00	\$125.00	Madison (WMSN)	TWO & HALF MEN	6/1/18
31.0	Normal Line / SPOT (10)	06/07/18-06/07/18	3	:30	4:58P- Mike and Molly					1				1	\$125.00	\$125.00	Madison (WMSN)	TWO & HALF MEN	6/1/18
32.0	Normal Line / SPOT (10)	06/08/18-06/08/18	3	:30	4:58P- Mike and Molly					1				1	\$125.00	\$125.00	Madison (WMSN)	TWO & HALF MEN	6/1/18
33.0	Normal Line / SPOT (11)	06/05/18-06/05/18	3	:30	5:28P- Modern Family					1				1	\$150.00	\$150.00	Madison (WMSN)	BG BING THRY B	6/1/18
34.0	Normal Line / SPOT (11)	06/07/18-06/07/18	3	:30	5:28P- Modern Family					1				1	\$150.00	\$150.00	Madison (WMSN)	BG BING THRY B	6/1/18
35.0	Normal Line / SPOT (11)	06/11/18-06/11/18	3	:30	5:28P- Modern Family						1			1	\$150.00	\$150.00	Madison (WMSN)	BG BING THRY B	6/1/18
36.0	Normal Line / Access (12)	06/08/18-06/08/18	3	:30	5:58P- Big Bang Theory						1			1	\$250.00	\$250.00	Madison (WMSN)	MODERN FAMILY<	6/1/18
37.0	Normal Line / Access (12)	06/06/18-06/06/18	3	:30	6:28P- Big Bang Theory					1				1	\$300.00	\$300.00	Madison (WMSN)	AVG. ALL WKS<	6/1/18
38.0	Normal Line / SPOT (14)	06/06/18-06/06/18	3	:30	10P- DailyMailTV					1				1	\$200.00	\$200.00	Madison (WMSN)	DAILY MAIL	6/1/18
39.0	Normal Line / SPOT (14)	06/07/18-06/07/18	3	:30	10P- DailyMailTV					1				1	\$200.00	\$200.00	Madison (WMSN)	DAILY MAIL	6/1/18
40.0	Normal Line / SPOT (15)	06/05/18-06/05/18	3	:30	10:30P- Page Six TV								1	1	\$175.00	\$175.00	Madison (WMSN)	PAGE SIX	6/1/18
41.0	Normal Line / SPOT (15)	06/11/18-06/11/18	3	:30	10:30P- Page Six TV								1	1	\$175.00	\$175.00	Madison (WMSN)	PAGE SIX	6/1/18

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.





# KATZ TELEVISION GROUP

125 West 56th St  
New York, NY 10019

Comments: Separation: 30

<b>Contract #</b> 26025984	<b>Changes as of:</b> 6/1/2018 at 3:10 PM	<b>Version:</b> Original Order
<b>CPE:</b> 885/918/5356	<b>Flight:</b> 6/5/18 - 6/12/18	<b>Com Type:</b> POLITICAL/VOTE
<b>Agency:</b> Hamburger Gibson Creative	<b>Advertiser:</b> ADCC on behalf of Ann Groves Lloyd State Assembly	<b>Total CPE:</b> \$0.00
<b>1322 G St, Se</b>	<b>Product:</b> Candidate	<b>Total GRP:</b>
<b>Washington, DC 20003</b>	<b>Agency Order #:</b> 7402171	
	<b>Buyer:</b> Placement, Media	
	<b>Salesperson:</b> MAXWELL ALFORD	
	<b>Separation:</b> 202-955-5342	
	<b>Office:</b> WASHINGTON	
	<b>Service:</b> Nielsen	
	<b>Primary Demo:</b>	
	<b>Assistant:</b> MAXWELL ALFORD	
	<b>202-955-5342</b>	

#	Day/Time	DP	Program	Rate	Len	6/5 - 6/12											Total Spots	Total \$	CPP*	GRP*
						6/5	6/6	6/7	6/8	6/9	6/10	6/11	6/12							
1	Tu-F_M 11a-12n		MAURY POVICH	\$35.00	30	1	0	1	1	0	0	1	0	4	\$140.00	\$0.00	0.0			
2	Tu-F_M 12n-12:30p		FAMILY FEUD	\$35.00	30	0	1	0	1	0	0	1	0	3	\$105.00	\$0.00	0.0			
3	Tu-F_M 12:30p-1p		FAMILY FEUD B	\$35.00	30	1	0	1	1	0	0	1	0	4	\$140.00	\$0.00	0.0			
4	Tu-F_M 1p-1:30p		FUNNY YOU ASK	\$35.00	30	0	1	0	0	0	0	1	0	2	\$70.00	\$0.00	0.0			
5	Tu-F_M 1:30p-2p		FAMILY FEUD	\$35.00	30	1	0	1	1	0	0	0	0	3	\$105.00	\$0.00	0.0			
6	Tu-F_M 2p-3p		JUDGE MATHIS	\$35.00	30	1	1	0	0	0	0	1	0	3	\$105.00	\$0.00	0.0			
7	Tu-F_M 3p-4p		PEOPLES COURT	\$35.00	30	0	1	1	1	0	0	0	0	3	\$105.00	\$0.00	0.0			
8	Tu-F_M 4p-4:30p		JUDGE JUDY	\$100.00	30	1	0	1	1	0	0	1	0	4	\$400.00	\$0.00	0.0			
9	Tu-F_M 4:30p-5p		JUDGE JUDY B	\$100.00	30	1	1	0	1	0	0	0	0	3	\$300.00	\$0.00	0.0			
10	Tu-F_M 5p-5:30p		TWO & HALF MEN	\$125.00	30	0	1	1	1	0	0	0	0	3	\$375.00	\$0.00	0.0			
11	Tu-F_M 5:30p-6p		BG BNG THRY B	\$150.00	30	1	0	1	0	0	0	1	0	3	\$450.00	\$0.00	0.0			
12	Tu-F_M 6p-6:30p		MODERN FAMILY<	\$250.00	30	0	0	0	1	0	0	0	0	1	\$250.00	\$0.00	0.0			
13	Tu-F_M 6:30p-7p		AVG. ALL WKS<	\$300.00	30	0	1	0	0	0	0	0	0	1	\$300.00	\$0.00	0.0			
14	Tu-F_M 10p-10:30p		DAILY MAIL	\$200.00	30	0	1	1	0	0	0	0	0	2	\$400.00	\$0.00	0.0			
15	Tu-F_M 10:30p-11p		PAGE SIX	\$175.00	30	1	0	0	0	0	0	1	0	2	\$350.00	\$0.00	0.0			
TOTALS:						8	8	8	9	0	0	8	0	41	\$3,595.00	\$0.00	0.0			





125 West 55th St  
New York, NY 10019

Contract # 26025984

Changes as of: 6/1/2018 at 3:10 PM

Version: Original Order

CPE: 885/918/5356

Flight: 6/5/18 - 6/12/18

Station: WMSN

Con Type: POLITICAL/VOTE

Agency: Hamburger Gibson Creative

Advertiser: ADCC on behalf of Ann Groves Lloyd State Assembly

Market: Madison

1322 G St, Se

Product: Candidate

Office: WASHINGTON

Total Spots: 41

Washington, DC 20003

Agency Order #: 7402171

Service: Nielsen

Total CPP: \$0.00

Buyer: Placement, Media

Primary Demo:

Total GRP:

Salesperson: MAXWELL ALFORD

Assistant: MAXWELL ALFORD

Separation:

Special Instructions

### Order Level Comments

Date/Time Added by Comment  
06/01/18 4:05 PM MAXWELL ALFORD Separation: 30

Competitive Information	
Market Budget:	\$23,967
WMSN Share:	15%
Comment:	estimated.
Unknown:	85%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	CPP
	100%	41	\$3,595.00	N/A
Total	100%	41	\$3,595.00	N/A

Monthly Summary		
Month	Spots	Dollars
2018-Jun	41	\$3,595.00
Total	41	\$3,595.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot#	\$ Chg	Contract \$ Comment
Queued for Electronic Contracting	6/1/18 4:05 PM				\$0	\$0
New	6/1/18 3:10 PM	MAXWELL ALFORD	New	41	\$3,595.00	\$3,595.00

**Non-Discrimination Policy** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS, ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.



## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Hamburger Gibson Creative,

being/on behalf of: Ann Groves Lloyd,

a legally qualified candidate of the Democratic

political party for the office of: Wisconsin State Assembly

in the Special Election

election to be held on: June 12, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available):**



I represent that the payment for the above described broadcast time has been furnished by:

Assembly Democratic Campaign Committee/ P.O. Box 814, Madison, WI 53701

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

JoCasta Zamarripa

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

	Lauren Richards	Digitally signed by Lauren Richards Date: 2018.04.26 14:59:16 -05'00'
Date	Signature	

***To Be Signed By Station Representative***

<input checked="" type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
 Signature	<u>Mike Halmirak</u> Printed Name	<u>Doc</u> Title