



WMSN 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 (WMSN)		
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- Naury Povich	1		1						1	\$35.00	\$35.00	Madison (WMSN)	MAURY POVICH	6/1/18
2.0	Normal Line / SPOT (1)	06/07/18-06/07/18	3	:30	11A- Naury Povich	1			1					1	\$35.00	\$35.00	Madison (WMSN)	MAURY POVICH	6/1/18
3.0	Normal Line / SPOT (1)	06/08/18-06/08/18	3	:30	11A- Naury Povich	1				1				1	\$35.00	\$35.00	Madison (WMSN)	MAURY POVICH	6/1/18
4.0	Normal Line / SPOT (1)	06/11/18-06/11/18	3	:30	11A- Naury Povich	1						1		1	\$35.00	\$35.00	Madison (WMSN)	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 (WMSN)	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 (WMSN)	FAMILY FEUD	6/1/18
7.0	Normal Line / SPOT (2)	06/11/18-06/11/18	3	:30	12P- Family Feud	1						1		1	\$35.00	\$35.00	Madison (WMSN)	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 (WMSN)	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 (WMSN)	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 (WMSN)	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		1	\$35.00	\$35.00	Madison (WMSN)	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 (WMSN)	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		1	\$35.00	\$35.00	Madison (WMSN)	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://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WMSN 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

Date Entered 06/01/18

Madison (WMSN)  
By Broadcast Month

Spots 41  
Rate \$3,595.00

Advertiser

Assembly Dem Campaign Committee- Ann Groves

Last Modified 06/01/18

Jun. 2018

Spots 41  
Rate \$3,595.00

Agency

Hamburger Gibson Creative (17385)

Entered By Kelli Whitzgruter

Grand Total:

41 \$3,595.00

Product

POLITICAL CANDIDATE (ns) (1186)

CO-OP No

Headline #

ECR26025984

Brand

885/918/5356 (1036780)

Demo

Order Type

Normal

Salesperson

Millennium/DC, Washington DC (1108)

Package Deal

Commission %

15.00

Sales Office

Millennium Washington DC

Commission

\$539.25

Buyer Name

Medi Placement,

Net Total

\$3,055.75

Phone/Fax

/

Sales Tax

CPE

885/918/5356

Account Types

National/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

Comments

MAX ALFORD Candidate Separation: 30

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 (WMSN)	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 (WMSN)	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 (WMSN)	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 (WMSN)	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 (WMSN)	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 (WMSN)	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 (WMSN)	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 (WMSN)	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 (WMSN)	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 (WMSN)	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 (WMSN)	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 (WMSN)	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 (WMSN)	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 (WMSN)	JUDGE JUDY B	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://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WMSN 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 (WMSN)

By Broadcast Month

Jun. 2018

Grand Total:

Spots	Rate
41	\$3,595.00
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					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				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				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				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				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				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				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				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				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 2	1				1				1	\$300.00	\$300.00	Madison (WMSN)	AVG. ALL WKS<	6/1/18
38.0	Normal Line / News (14)	06/06/18-06/06/18	3	:30	10P- DailyMailTV	1				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				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				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				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 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  
**Agency:** Hamburger Gibson      **Advertiser:** ADCC on behalf of Ann Groves Lloyd State Assembly      **Market:** Madison  
**Product:** Candidate      **Buyer:** Placement, Media      **Office:** WASHINGTON      **Total Spots:** 41  
**Agency Order #:** 7402171      **Salesperson:** MAXWELL ALFORD      **Service:** Nielsen      **Total CPP:** \$0.00  
**Separation:**      **Separation:**      **Assistant:** MAXWELL ALFORD      **Total GRP:**

Comments: Separation: 30

#	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-1230p		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 MIEN	\$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	
<b>TOTALS:</b>						<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>0</b>	<b>41</b>	<b>\$3,595.00</b>	<b>\$0.00</b>	<b>0.0</b>



# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 26025994

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

Total Spots: 41

1322 G St, Se

Product: Candidate

Office: WASHINGTON

Total CPP: \$0.00

Washington, DC 20003

Agency Order #: 7402171

Service: Nielsen

Total GRP: \$3,595.00

Buyer: Placement, Media

Primary Demo: MAXWELL ALFORD

Salesperson: 202-955-5342

Assistant: MAXWELL ALFORD

Separation: 30

Special Instructions

### Order Level Comments

Date/Time: 06/01/18 4:05 PM  
Added by: MAXWELL ALFORD  
Comment: 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
<b>Total</b>	<b>100%</b>	<b>41</b>	<b>\$3,595.00</b>	<b>N/A</b>

Monthly Summary		
Month	Spots	Dollars
2018-Jun	41	\$3,595.00
<b>Total</b>	<b>41</b>	<b>\$3,595.00</b>

Transaction History						
Trans	Created/Received	Created by	Status	Spot#	\$ Chg	Contract \$
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

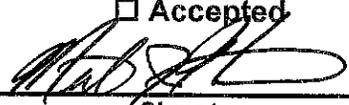
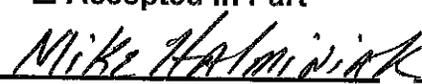
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**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'
<b>Date</b>	<b>Signature</b>	

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

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