



WEAU
1907 S. Hastings Way
Eau Claire, WI 54701
(715) 835-1313

CONTRACT

And:

Target Enterprises
15260 Venture Blvd
Ste 1240
Sherman Oaks, CA 91403

<u>Contract / Revision</u> 933831 /		<u>Alt Order #</u>
<u>Product</u> 10/24-10/30/18		
<u>Contract Dates</u> 10/24/18 - 10/30/18	<u>Estimate #</u> 2655	
<u>Advertiser</u> Right Direction		<u>Original Date / Revision</u> 10/05/18 / 10/05/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WEAU	<u>Account Executive</u> Jami Clish	<u>Sales Office</u> Eau Claire Nation
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 316.20
<u>Agcy Code</u> 9915473	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 6189	<u>Advertiser Ref</u> 37863	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WEAU	10/24/18	10/30/18	Hello Wisconsin @ 6a	6a-7a		:30				NM	10	\$9,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/18	10/28/18	--222--				6	\$975.00	2.40			
	Week:	10/29/18	11/04/18	22-----				4	\$975.00	2.40			
N 2	WEAU	10/24/18	10/30/18	Today Show	7a-9a		:30				NM	10	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/18	10/28/18	--222--				6	\$1,100.00	4.20			
	Week:	10/29/18	11/04/18	22-----				4	\$1,100.00	4.20			
N 3	WEAU	10/24/18	10/30/18	Megyn Kelly Today	Megyn Kelly Today		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/18	10/28/18	--111--				3	\$350.00	2.40			
	Week:	10/29/18	11/04/18	11-----				2	\$350.00	2.40			
N 4	WEAU	10/24/18	10/30/18	WEAU 13 News @ Noon	1158a-1230p		:30				NM	5	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/18	10/28/18	--111--				3	\$420.00	4.70			
	Week:	10/29/18	11/04/18	11-----				2	\$420.00	4.70			
N 5	WEAU	10/24/18	10/30/18	Days of Our Lives	1230p-130p		:30				NM	5	\$2,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/18	10/28/18	--111--				3	\$455.00	3.30			
	Week:	10/29/18	11/04/18	11-----				2	\$455.00	3.30			
N 6	WEAU	10/24/18	10/30/18	M-F 130p-2p	130p-2p		:30				NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/18	10/28/18	--111--				3	\$175.00	1.90			
	Week:	10/29/18	11/04/18	11-----				2	\$175.00	1.90			
N 7	WEAU	10/24/18	10/30/18	Jeopardy M-F	430p-5p		:30				NM	5	\$2,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/18	10/28/18	--111--				3	\$455.00	5.20			
	Week:	10/29/18	11/04/18	11-----				2	\$455.00	5.20			
N 8	WEAU	10/24/18	10/30/18	WEAU 13 News @ 4p	4p-430p		:30				NM	5	\$2,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/18	10/28/18	--111--				3	\$455.00	2.30			
	Week:	10/29/18	11/04/18	11-----				2	\$455.00	2.30			
N 9	WEAU	10/24/18	10/30/18	WEAU 13 News @ 5p	5p-530p		:30				NM	5	\$6,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/18	10/28/18	--111--				3	\$1,295.00	6.60			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Advertiser</u> Right Direction		<u>Original Date / Revision</u> 10/05/18 / 10/05/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/18	11/04/18	11-----				2	\$1,295.00	6.60			
N 10	WEAU	10/24/18	10/30/18	WEAU 13 News @ 6p	6p-630		:30				NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/18	10/28/18	--111--				3	\$2,500.00	8.70			
Week:		10/29/18	11/04/18	11-----				2	\$2,500.00	8.70			
N 11	WEAU	10/24/18	10/30/18	Wheel of Fortune M-F	630p-7p		:30				NM	5	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/18	10/28/18	--111--				3	\$3,000.00	11.00			
Week:		10/29/18	11/04/18	11-----				2	\$3,000.00	11.00			
N 12	WEAU	10/24/18	10/30/18	Sa Today	7a-9a		:30				NM	2	\$1,190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/18	10/28/18	-----S-				2	\$595.00	3.60			
Week:		10/29/18	11/04/18	-----				0	\$0.00	0.00			
N 13	WEAU	10/24/18	10/30/18	WEAU 13 News @ 6p Sat	6p-630p		:30				NM	1	\$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:		10/22/18	10/28/18	-----S-				1	\$1,000.00	3.90			
Week:		10/29/18	11/04/18	-----				0	\$0.00	0.00			
N 14	WEAU	10/24/18	10/30/18	Wheel of Fortune Sa	630p-7p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/18	10/28/18	-----S-				1	\$750.00	5.90			
Week:		10/29/18	11/04/18	-----				0	\$0.00	0.00			
N 15	WEAU	10/24/18	10/30/18	Saturday Night Live	1030p-12a		:30				NM	1	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/18	10/28/18	-----S-				1	\$980.00	2.70			
Week:		10/29/18	11/04/18	-----				0	\$0.00	0.00			
Totals								316.20				70	\$70,195.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	44	\$43,685.00	(\$6,552.75)	\$37,132.25
10/29/18 - 10/30/18	26	\$26,510.00	(\$3,976.50)	\$22,533.50
Totals	70	\$70,195.00	(\$10,529.25)	\$59,665.75

Signature: _____ **Date:** _____

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