

CONTRACT



WMTV
615 Forward Drive
Madison, WI 53711
Sales T & C: www.gray.tv/advertising
(608) 274-1515

<u>Contract / Revision</u> 3571729 /		<u>Alt Order #</u> WOC14673580
<u>Advertiser</u> Tammy Baldwin		<u>Original Date / Revision</u> 06/10/24 / 06/10/24
<u>Contract Dates</u> 06/11/24 - 06/17/24	<u>Estimate #</u> 1552	
<u>Product</u> Political		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WMTV	<u>Account Executive</u> Don Vesely	<u>Sales Office</u> Madison Nationa
<u>Special Handling</u>		
<u>Demographic</u> Adults 18+		
<u>Order Type</u> NORMAL		
<u>Agcy Code</u> 9923059	<u>Advertiser Code</u> 91	<u>Product 1/2</u> 94
<u>Agency Ref</u> 146150	<u>Advertiser Ref</u> 548465	

And:

Grassroots Media LLC
2 Bala Plaza
Suite 300
Bala Cynwyd, PA 19004

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WMTV	06/11/24	06/17/24	The Morning Show @ 5a	5:00 AM-5:57 AM		:30			NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		06/11/24	06/17/24	11111--	5			\$275.00				
N 2	WMTV	06/11/24	06/17/24	The Morning Show @ 430a	4:30 AM-5:00 AM		:30			NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		06/11/24	06/17/24	11111--	5			\$175.00				
N 3	WMTV	06/11/24	06/17/24	The Morning Show @ 6a	5:58 AM-7:00 AM		:30			NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		06/11/24	06/17/24	11111--	5			\$600.00				
N 4	WMTV	06/11/24	06/17/24	Today Show	7:00 AM-9:00 AM		:30			NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		06/11/24	06/17/24	22222--	10			\$600.00				
N 5	WMTV	06/11/24	06/17/24	M-F 3p-330p	3:00 PM-3:30 PM		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		06/11/24	06/17/24	11111--	5			\$150.00				
N 6	WMTV	06/11/24	06/17/24	Today w/ Hoda & Jenna	10:00 AM-11:00 AM		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		06/11/24	06/17/24	11111--	5			\$200.00				
N 7	WMTV	06/11/24	06/17/24	15 News @ 1130a	11:30 AM-12:00 PM		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		06/11/24	06/17/24	11111--	5			\$300.00				
N 8	WMTV	06/11/24	06/17/24	Today Show II	9:00 AM-10:00 AM		:30			NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		06/11/24	06/17/24	11111--	5			\$325.00				
N 9	WMTV	06/11/24	06/17/24	Jeopardy M-F	4:28 PM-5:00 PM		:30			NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		06/11/24	06/17/24	11111--	5			\$550.00				
N 10	WMTV	06/11/24	06/17/24	15 News @ 4p	4:10 PM-4:27 PM		:30			NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		06/11/24	06/17/24	11111--	5			\$450.00				
N 11	WMTV	06/11/24	06/17/24	15 News @ 5p	5:10 PM-5:30 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:		06/11/24	06/17/24	11111--	5			\$750.00				
N 12	WMTV	06/11/24	06/17/24	15 News @ 6p	6:10 PM-6:30 PM		:30			NM	5	\$5,000.00

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

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at www.gray.tv/advertising.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/11/24	06/17/24	11111--				5	\$1,000.00			
N 13	WMTV	06/11/24	06/17/24	Wheel of Fortune M-F	6:30 PM-7:00 PM		:30			NM	5	\$7,500.00
Week:		06/11/24	06/17/24	11111--				5	\$1,500.00			
N 14	WMTV	06/11/24	06/17/24	Monday Prime 2 Hour	7:00 PM-9:00 PM		:30			NM	1	\$1,250.00
Week:		06/11/24	06/17/24	1-----				1	\$1,250.00			
N 15	WMTV	06/11/24	06/16/24	Sunday 15 News @ 10p	10:10 PM-10:30 PM		:30			NM	1	\$750.00
Week:		06/10/24	06/16/24	-----1				1	\$750.00			
N 16	WMTV	06/11/24	06/17/24	Monday Prime Hr 3	9:00 PM-10:00 PM		:30			NM	1	\$1,250.00
Week:		06/11/24	06/17/24	1-----				1	\$1,250.00			
N 17	WMTV	06/11/24	06/15/24	Saturday 15 News @ 10p	10:10 PM-10:27 PM		:30			NM	1	\$750.00
Week:		06/10/24	06/16/24	-----1-				1	\$750.00			
N 18	WMTV	06/11/24	06/17/24	M-F 15 News @ 10p	10:10 PM-10:35 PM		:30			NM	5	\$3,750.00
Week:		06/11/24	06/17/24	11111--				5	\$750.00			
N 19	WMTV	06/11/24	06/17/24	The Tonight Show	10:35 PM-11:37 PM		:30			NM	5	\$1,750.00
Week:		06/11/24	06/17/24	11111--				5	\$350.00			
N 20	WMTV	06/11/24	06/16/24	The Morning Show Su @ 7a	7:00 AM-9:00 AM		:30			NM	1	\$375.00
Week:		06/10/24	06/16/24	-----1				1	\$375.00			
N 21	WMTV	06/11/24	06/15/24	Sa Today	6:58 AM-9:00 AM		:30			NM	1	\$400.00
Week:		06/10/24	06/16/24	-----1-				1	\$400.00			
N 22	WMTV	06/11/24	06/16/24	Su Today	8:58 AM-10:00 AM		:30			NM	1	\$375.00
Week:		06/10/24	06/16/24	-----1				1	\$375.00			
N 23	WMTV	06/11/24	06/15/24	Saturday 15 News @ 6p	6:10 PM-6:30 PM		:30			NM	1	\$750.00
Week:		06/10/24	06/16/24	-----1-				1	\$750.00			
N 24	WMTV	06/11/24	06/16/24	Meet The Press	9:58 AM-11:00 AM		:30			NM	1	\$400.00
Week:		06/10/24	06/16/24	-----1				1	\$400.00			
Totals											89	\$49,175.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
05/27/24 - 06/17/24	89	\$49,175.00	(\$7,376.25)	\$41,798.75
Totals	89	\$49,175.00	(\$7,376.25)	\$41,798.75

Signature: _____ **Date:** _____

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