

CONTRACT



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

<u>Contract / Revision</u> 3547502 /		<u>Alt Order #</u> WOC14649090
<u>Advertiser</u> Tammy Baldwin		<u>Original Date / Revision</u> 05/13/24 / 05/13/24
<u>Contract Dates</u> 05/14/24 - 05/20/24	<u>Estimate #</u> 1542	
<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 35+		
<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	05/14/24	05/20/24	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:		05/14/24	05/20/24	11111--				5	\$275.00			
N 2	WMTV	05/14/24	05/20/24	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:		05/14/24	05/20/24	11111--				5	\$600.00			
N 3	WMTV	05/14/24	05/20/24	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:		05/14/24	05/20/24	22222--				10	\$600.00			
N 4	WMTV	05/14/24	05/20/24	M-F 3p-4p	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:		05/14/24	05/20/24	11111--				5	\$150.00			
N 5	WMTV	05/14/24	05/20/24	15 News @ 1130a	11:40 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:		05/14/24	05/20/24	11111--				5	\$300.00			
N 6	WMTV	05/14/24	05/20/24	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:		05/14/24	05/20/24	11111--				5	\$750.00			
N 7	WMTV	05/14/24	05/20/24	Wheel of Fortune M-F	6:30 PM-7:00 PM		:30			NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/14/24	05/20/24	11111--				5	\$1,500.00			
N 8	WMTV	05/14/24	05/15/24	Wednesday Prime Hr 1	7:00 PM-8:00 PM		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/13/24	05/19/24	--1----				1	\$2,000.00			
N 9	WMTV	05/14/24	05/20/24	Monday Prime 2 Hour	7:00 PM-9:00 PM		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/14/24	05/20/24	1-----				1	\$2,000.00			
N 10	WMTV	05/14/24	05/18/24	Saturday 15 News @ 10p	10:10 PM-10:27 PM		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/13/24	05/19/24	-----1-				1	\$750.00			
N 11	WMTV	05/14/24	05/20/24	M-F 15 News @ 10p	10:10 PM-10:35 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:		05/14/24	05/20/24	11111--				5	\$750.00			
Totals											48	\$32,375.00

(* 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.



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

<u>Contract / Revision</u>	<u>Alt Order #</u>
3547502 /	WOC14649090

<u>Advertiser</u>	<u>Original Date / Revision</u>
Tammy Baldwin	05/13/24 / 05/13/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/14/24 - 05/20/24	Political	1542

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/24 -05/20/24	48	\$32,375.00	(\$4,856.25)	\$27,518.75
Totals	48	\$32,375.00	(\$4,856.25)	\$27,518.75

Signature: _____ **Date:** _____

(* 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.