



WMSN Madison
7847 Big Sky Dr
Madison, WI 53719

Contract # 2443080

Schedule Dates

03/25/16-03/31/16

Advertiser

Our Principles PAC (107755)

Agency

Mentzer Media Services (1381)

Product

POLITICAL ISSUE (ns) (1187)

Brand

273/309/2857 (818531)

Salesperson

Millennium/DC, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

Ally Rambo,

Phone/Fax

/

CPE

273/309/2857

Account Types

National/Political Issue Agency BRD

Billing Type

Weekly/Irregular

Comments

OPPW
Separation: 30 New order starts tomorrow. Please cnf. thank you
AMY MCCREARY

03/24/16

03/24/16

Kelli Witzigreuter

No

ECR25131187

A18+R

Normal

Package Deal

15.00

\$1,593.75

\$9,031.25

Sales Tax

Madison (WMSN)

By Broadcast Month	Spots	Rate
Mar. 2016	6	\$5,175.00
Apr. 2016	7	\$5,450.00
Grand Total:	13	\$10,625.00

Mentzer Media Services
210 W Pennsylvania
Suite 250
Towson, MD 21204

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 - 1.2)	03/25/16-03/25/16	1	:30	1P- Celebrity Name Game	1					1			1	\$75.00	\$75.00	Madison (WMSN)	CELEB	3/24/16
2.0	Normal Line / SPOT (1 - 1.2)	03/28/16-03/28/16	1	:30	1P- Celebrity Name Game	1	1							1	\$75.00	\$75.00	Madison (WMSN)	CELEB	3/24/16
3.0	Normal Line / SPOT (1 - 1.2)	03/29/16-03/29/16	1	:30	1P- Celebrity Name Game	1		1						1	\$75.00	\$75.00	Madison (WMSN)	celeb	3/24/16
4.0	Normal Line / Access (2 - 4.7)	03/25/16-03/25/16	1	1:00	6:28P- Big Bang Theory	1				1				1	\$700.00	\$700.00	Madison (WMSN)	BBT	3/24/16
5.0	Normal Line / Access (2 - 4.7)	03/28/16-03/28/16	1	1:00	6:28P- Big Bang Theory	1	1							1	\$700.00	\$700.00	Madison (WMSN)	BBT	3/24/16
6.0	Normal Line / News (3 - 5.0)	03/25/16-03/25/16	1	:30	9:30P- News-FOX 47 News At 9	1				1				1	\$1,200.00	\$1,200.00	Madison (WMSN)	NEWS	3/24/16
7.0	Normal Line / News (3 - 5.0)	03/28/16-03/28/16	1	:30	9:30P- News-FOX 47 News At 9	1	1							1	\$1,200.00	\$1,200.00	Madison (WMSN)	NEWS	3/24/16
8.0	Normal Line / News (5 - 7.5)	03/26/16-03/26/16	1	:30	9P- News-FOX 47 News At 9	1					1			1	\$800.00	\$800.00	Madison (WMSN)	NEWS	3/24/16
9.0	Normal Line / News (6 - 8.6)	03/25/16-03/25/16	1	:30	9P- News-FOX 47 News At 9	1					1			1	\$1,200.00	\$1,200.00	Madison (WMSN)	NEWS	3/24/16
10.0	Normal Line / News (6 - 8.6)	03/28/16-03/28/16	1	:30	9P- News-FOX 47 News At 9	1	1							1	\$1,200.00	\$1,200.00	Madison (WMSN)	NEWS	3/24/16
11.0	Normal Line / News (6 - 8.6)	03/31/16-03/31/16	1	:30	9P- News-FOX 47 News At 9	1				1				1	\$1,200.00	\$1,200.00	Madison (WMSN)	NEWS	3/24/16
12.0	Normal Line / News (7 - 10.0)	03/27/16-03/27/16	1	:30	9P- News-FOX 47 News At 9	1							1	1	\$1,200.00	\$1,200.00	Madison (WMSN)	NEWS	3/24/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgj.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

Mentzer Media Services
210 W Pennsylvania
Suite 250
Towson, MD 21204

Contract # 2443080

Schedule Dates 03/25/16-03/31/16
Advertiser Our Principles PAC (107755)
Agency Mentzer Media Services (1381)
Product POLITICAL ISSUE (ns) (1187)
Brand 273/309/2857 (818531)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Ally, Rambo,
Phone/Fax /
CPE 273/309/2857
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments OPPWI
Separation: 30 New order starts tomorrow. Please cnf. thank you
AMY MCCREARY

Date Entered 03/24/16
Last Modified 03/24/16
Entered By Kelli Witzigreuter
CO-OP No
Headline # ECR25131187
Demo A18+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,593.75
Net Total \$9,031.25
Sales Tax

Madison (WMSN)

By Broadcast Month	Spots	Rate
Mar. 2016	6	\$5,175.00
Apr. 2016	7	\$5,450.00
Grand Total:	13	\$10,625.00

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
13.0	Normal Line / Prime (8 -)	03/28/16-03/28/16	1	:30	6:58P- FOX-Gotham (Monday)	1	1							1	\$1,000.00	\$1,000.00	Madison (WMSN)	GOETHAM MG FOR NASCAR	3/24/16

CONFIRMATION CONTRACT

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Date:

Accepted-Station:

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KATZ TELEVISION GROUP

Contract # 25131187 Changes as of: 3/24/2016 at 11:51 AM Version: Original Order
CPE: 273/309/2857 Flight: 3/25/16 - 4/5/16 Station: WMSN
Agency: MENTZER MEDIA Advertiser: Our Principles Pac, Inc. Market: Madison
210 W. Pennsylvania Avenue
Suite 250
Towson, MD 21204
Product: OPPWI Office: WASHINGTON
Agency Order #: 4902997 Primary Demo: Adults 18+
Buyer: Rambo, Ally Con Type: POLITICAL/VOTE
Salesperson: AMY MCCREARY Assistant: AMY MCCREARY
610-687-5151
Total \$: \$10,625.00
Total Spots: 13
Total CPP: \$147.36
Total GRP: 72.1
Separation:

Comments: Separation: 30 New order starts tomorrow. Please cnf. thank you

#	Day/Time	DP	Program	Rate	A18P Rating	Len	3/25 - 4/5										Total Spots	Total \$	CPP	GRP	
							3/25	3/26	3/27	3/28	3/29	3/30	3/31	4/1	4/2	4/3					4/4
1	F,M-Th 11p-1:30p		CELEBRITY NAME GAME	\$75.00	1.2	30	1	0	0	1	1	0	0	0	0	0	0	3	\$225.00	\$62.50	3.6
Target 1 Index: 112, Nielsen: 0.9																					
2	F,M-Th 6:30p-7p		BIG BANG THEORY	\$700.00	4.7	60	1	0	0	1	0	0	0	0	0	0	0	2	\$1,400.00	\$148.94	9.4
Target 1 Index: 108, Nielsen: 3.2																					
3	F,M-Th 9:30p-10p		FOX 47 NEWS AT 9	\$1,200.00	5.0	30	1	0	0	1	0	0	0	0	0	0	0	2	\$2,400.00	\$240.00	10.0
Target 1 Index: 125, Nielsen: 1.8																					
4	Su 2p-6p		NASCAR	\$1,000.00	5.8	30	0	0	1	0	0	0	0	0	0	0	0	1	\$1,000.00	\$172.41	5.8
Target 1 Index: 110, Nielsen: 3.5																					
5	Sa 9p-9:30p		FOX NEWS AT 9PM	\$800.00	7.5	30	0	1	0	0	0	0	0	0	0	0	0	1	\$800.00	\$106.67	7.5
Target 1 Index: 133, Nielsen: 1.7																					
6	F,M-Th 9p-9:30p		FOX 47 NEWS AT 9	\$1,200.00	8.6	30	1	0	0	1	0	0	1	0	0	0	0	3	\$3,600.00	\$139.53	25.8
Target 1 Index: 128, Nielsen: 2.8																					
7	Su 9p-9:30p		FOX NEWS AT 9PM	\$1,200.00	10.0	30	0	0	1	0	0	0	0	0	0	0	0	1	\$1,200.00	\$120.00	10.0
Target 1 Index: 125, Nielsen: 3.5																					
TOTALS:							4	1	2	4	1	0	1	0	0	0	0	13	\$10,625.00	\$147.36	72.1



Contract # 25131187 Changes as of: 3/24/2016 at 11:51 AM Version: Original Order
CPE: 273/309/2857 Flight: 3/25/16 - 4/5/16 Station: WMSN
Agency: MENTZER MEDIA Advertiser: Our Principles Pac, Inc. Market: Madison
Product: OPPWI Office: WASHINGTON
210 W. Pennsylvania Avenue Suite 250
Towson, MD 21204
Agency Order #: 4902997 Primary Demo: Adults 18+
Buyer: Rambo, Ally Con Type: POLITICAL/VOTE
Salesperson: AMY MCCREARY Assistant: AMY MCCREARY
610-687-5151 610-687-5151
Total Spots: 13
Total CPP: \$147.36
Total GRP: 72.1
Separation:

Hit Listed Programs	
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Order Level Comments		
Date/Time	Added by	Comment
03/24/16 11:53 AM	AMY MCCREARY	Separation: 30 New order starts tomorrow. Please cnf. thank you

Competitive Information			
Market Budget:	\$10,625		
WMSN Share:	100%		
Comment:	Competitive Unknown		

Daypart Summary			
Day/Time	% Distrib	Spots	GRP
	100%	13	72.1
Total	100%	13	72.1

Monthly Summary			
Month	Spots	Dollars	
2016-Mar	7	\$6,175.00	
2016-Apr	6	\$4,450.00	
Total	13	\$10,625.00	

Transaction History					
Trans	Created/Received	Created by	Status	Spot++	Spot-
Queued for Electronic Contracting	3/24/16 11:57 AM				
New	3/24/16 11:51 AM	AMY MCCREARY	New	13	

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.
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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Katelyn Brawn

do hereby request station time concerning the following issue:

Our Principles PAC

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

This broadcast time will be used by: Our Principles PAC

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Our Principles PAC
PO Box 25046
Alexandria, VA 22313

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

President: Brian Baker
Treasurer: Jamie C. Jodoin

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

Our Principles PAC
PO Box 25046
Alexandria, VA, 22313

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

President: Brian Baker
Treasurer: Jamie C. Jodoin

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

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

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

3/18/2016 Jane C. Adams 813.254.3369
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
[Signature] MIKE HOLOWAY CSM
Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

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

Attach proposed schedule with charges (if available):

gross

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.