



WKBT-TV
 141 South 6th Street
 La Crosse, WI 54601
 (608)782-4678

<http://www.wkbt.com>

CONTRACT

<u>Contract / Revision</u> 28400970 /		<u>Alt Order #</u> 28400970
<u>Advertiser</u> Political Issue		<u>Original Date / Revision</u> 05/15/24 / 05/15/24
<u>Contract Dates</u> 05/21/24 - 05/31/24	<u>Estimate #</u> 6772	
<u>Product</u> AB PAC		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WKBT-TV	<u>Account Executive</u> Kathy Kilpatrick	<u>Sales Office</u> Katz-Chicago
<u>Special Handling</u> Duplicate Invoice 2x		
<u>Demographic</u> Adults 18+		
<u>Agy Code</u>	<u>Advertiser Code</u> 8	<u>Product 1/2</u> 75
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Amplify Media
 222 Ontario Street Suite 600
 Chicago, IL 60654

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WKBT	05/27/24	05/31/24	News 8 This Morn	6:00 AM-6:30 AM		:30			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/27/24	06/02/24	MTWTF--				3	\$900.00			
N 2	WKBT	05/27/24	05/31/24	News 8 This Morn	6:30 AM-7:00 AM		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/27/24	06/02/24	MTWTF--				2	\$1,000.00			
N 3	WKBT	05/27/24	05/31/24	M-F Bold & Beaut	M-F 1230-1P		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/27/24	06/02/24	MTWTF--				2	\$600.00			
N 4	WKBT	05/27/24	05/31/24	News 8 @ Five	M-F 5-530p		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/27/24	06/02/24	MTWTF--				2	\$2,000.00			
N 5	WKBT	05/27/24	05/31/24	News 8 @ 10	M-F 10-1035p		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/27/24	06/02/24	MTWTF--				2	\$2,500.00			
N 6	WKBT	05/21/24	05/24/24	News 8 This Morn	6:00 AM-6:30 AM		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/20/24	05/26/24	-TWTF--				2	\$900.00			
N 7	WKBT	05/21/24	05/24/24	News 8 This Morn	6:30 AM-7:00 AM		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/20/24	05/26/24	-TWTF--				2	\$1,000.00			
N 8	WKBT	05/21/24	05/24/24	M-F Bold & Beaut	M-F 1230-1P		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/20/24	05/26/24	-TWTF--				2	\$600.00			
N 9	WKBT	05/21/24	05/24/24	News 8 @ Five	M-F 5-530p		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/20/24	05/26/24	-TWTF--				2	\$2,000.00			
N 10	WKBT	05/21/24	05/24/24	News 8 @ 10	M-F 10-1035p		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/20/24	05/26/24	-TWTF--				2	\$2,500.00			

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry. We reserve the right not to accept all copy.

Client represents to the best of its knowledge that all commercials provided hereunder are cleared for use in all digital streams, including specifically CBS All Access. This means all creative, including but not limited to copyright, music (performance and synchronization rights) and talent fees, are cleared.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
28400970 /	28400970

<u>Advertiser</u>	<u>Original Date / Revision</u>
Political Issue	05/15/24 / 05/15/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/21/24 - 05/31/24	AB PAC	6772

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Totals											21	\$28,900.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/24 - 05/26/24	10	\$14,000.00	(\$2,100.00)	\$11,900.00
05/27/24 - 05/31/24	11	\$14,900.00	(\$2,235.00)	\$12,665.00
Totals	21	\$28,900.00	(\$4,335.00)	\$24,565.00

Signature: _____ **Date:** _____

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