

CONTRACT



WISC-TV
7025 Raymond Road
Madison, WI 53719
(608)271-4321

<http://www.channel3000.com>

And:

Assembly
25900 Northwestern Hwy
Southfield, MI 48075

<u>Contract / Revision</u> 09738788 /		<u>Alt Order #</u> 09738788
<u>Product</u> MIKE BLOOMBERG 2020		
<u>Contract Dates</u> 01/18/20 - 01/24/20		<u>Estimate #</u> 0117
<u>Advertiser</u> Political Various		<u>Original Date / Revision</u> 01/16/20 / 01/31/20
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WISC-TV	<u>Account Executive</u> Taylor Fritsch	<u>Sales Office</u> HRP Washingto
<u>Special Handling</u> Duplicate Invoice 2x		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 9915458	<u>Advertiser Code</u> MBLM	<u>Product Code</u> MBLM
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WISC	01/20/20	01/24/20	Su-Th News 3 this Morning	4:45 XM-5:00 XM		:30				NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		01/20/20	01/26/20	MTWT---	4			\$40.00					
N 2	WISC	01/20/20	01/24/20	Su-Th News 3 this Morning	4:45 XM-5:00 XM		:15/:15				BK	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		01/20/20	01/26/20	MTWT---	1			\$40.00					
N 3	WISC	01/20/20	01/24/20	News 3 this Morning	5-6am		:30				NM	4	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		01/20/20	01/26/20	MTWTF--	4			\$70.00					
N 4	WISC	01/20/20	01/24/20	News 3 This Morning	6-7am		:30				NM	4	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		01/20/20	01/26/20	MTWTF--	4			\$110.00					
N 5	WISC	01/20/20	01/24/20	M-F Early Show	7-9am		:30				NM	4	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		01/20/20	01/26/20	MTWTF--	4			\$115.00					
N 6	WISC	01/20/20	01/24/20	M-F Early Show	7-9am		:15/:15				BK	1	\$116.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		01/20/20	01/26/20	MTWTF--	1			\$116.00					
N 7	WISC	01/20/20	01/24/20	Price is Right	10-11am		:30				NM	4	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		01/20/20	01/26/20	MTWTF--	4			\$120.00					
N 8	WISC	01/20/20	01/24/20	Price is Right	10-11am		:15/:15				BK	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		01/20/20	01/26/20	MTWTF--	1			\$120.00					
N 9	WISC	01/20/20	01/24/20	Young and the Restless	11-12pm		:30				NM	4	\$520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		01/20/20	01/26/20	MTWTF--	5			\$130.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	3	WISC	01/20/20-01/26/20	Young and the Restless	11-12pm	MTuWThF----	:30		\$130.00		NM		
	<i>Credited</i>												
N 10	WISC	01/20/20	01/24/20	News 3 at Noon	12:15 PM-12:30 PM		:30				NM	3	\$720.00

(* 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.

WISC-TV
NEWS 3 NOW 7025 Raymond Road
 Madison, WI 53719
 (608)271-4321

<http://www.channel3000.com>

<u>Contract / Revision</u> 09738788 /		<u>Alt Order #</u> 09738788
<u>Contract Dates</u> 01/18/20 - 01/24/20		<u>Product</u> MIKE BLOOMBERG 2020
<u>Advertiser</u> Political Various		<u>Estimate #</u> 0117
		<u>Original Date / Revision</u> 01/16/20 / 01/31/20

*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>				
Week:		01/20/20	01/26/20	MTWTF--				4	\$240.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
4	WISC	01/20/20-01/26/20		News 3 at Noon	12:15 PM-12:30 PM	TuWThF----	:30		\$240.00		NM		
Credited													
N 11	WISC	01/20/20	01/24/20	M-F	1230-1pm		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		01/20/20	01/26/20	MTWTF--				3	\$200.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	WISC	01/20/20-01/26/20		M-F	1230-1pm	MTuWThF----	:30		\$200.00		NM		
Credited													
3	WISC	01/20/20-01/26/20		M-F	1230-1pm	MTuWThF----	:30		\$200.00		NM		
Credited													
N 12	WISC	01/20/20	01/24/20	M-F	1230-1pm		:15/:15				BK	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		01/20/20	01/26/20	MTWTF--				1	\$200.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	WISC	01/20/20-01/26/20		M-F	1230-1pm	MTuWThF----	:15/:15		\$200.00		BK		
Credited													
N 13	WISC	01/20/20	01/24/20	M-F	1-2pm		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		01/20/20	01/26/20	MTWTF--				3	\$100.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
2	WISC	01/20/20-01/26/20		M-F	1-2pm	MTuWThF----	:30		\$100.00		NM		
Credited													
3	WISC	01/20/20-01/26/20		M-F	1-2pm	MTuWThF----	:30		\$100.00		NM		
Credited													
N 14	WISC	01/20/20	01/24/20	M-F	1-2pm		:15/:15				BK	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		01/20/20	01/26/20	MTWTF--				1	\$100.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
1	WISC	01/20/20-01/26/20		M-F	1-2pm	MTuWThF----	:15/:15		\$100.00		BK		
Credited													
N 15	WISC	01/20/20	01/24/20	Dr Oz	3-4pm		:30				NM	4	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		01/20/20	01/26/20	MTWTF--				4	\$60.00				
N 16	WISC	01/20/20	01/24/20	Dr Oz	3-4pm		:15/:15				BK	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		01/20/20	01/26/20	MTWTF--				1	\$60.00				
N 17	WISC	01/20/20	01/24/20	Live at Four	4-5pm		:30				NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		01/20/20	01/26/20	MTWTF--				4	\$175.00				
N 18	WISC	01/20/20	01/24/20	Live at Four	4-5pm		:15/:15				BK	1	\$176.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		01/20/20	01/26/20	MTWTF--				1	\$176.00				
N 19	WISC	01/20/20	01/24/20	News 3 at Five	5:15 PM-5:30 PM		:30				NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		01/20/20	01/26/20	MTWTF--				4	\$300.00				
N 20	WISC	01/20/20	01/24/20	News 3 at 6	6:15 PM-6:30 PM		:30				NM	4	\$1,600.00

(* 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.



<u>Contract / Revision</u> 09738788 /		<u>Alt Order #</u> 09738788
<u>Contract Dates</u> 01/18/20 - 01/24/20		<u>Product</u> MIKE BLOOMBERG 2020
<u>Advertiser</u> Political Various		<u>Estimate #</u> 0117
		<u>Original Date / Revision</u> 01/16/20 / 01/31/20

<http://www.channel3000.com>

*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>				
Week:		01/20/20	01/26/20	MTWTF--				4	\$400.00				
N 21	WISC	01/20/20	01/24/20	News 3 at 6	6:15 PM-6:30 PM		:15/:15				BK	1	\$400.00
Week:		01/20/20	01/26/20	MTWTF--				1	\$400.00				
N 22	WISC	01/20/20	01/24/20	Entertainment Tonight	630-7pm		:30				NM	4	\$1,000.00
Week:		01/20/20	01/26/20	MTWTF--				4	\$250.00				
N 23	WISC	01/20/20	01/24/20	Entertainment Tonight	630-7pm		:15/:15				BK	1	\$250.00
Week:		01/20/20	01/26/20	MTWTF--				1	\$250.00				
N 24	WISC	01/20/20	01/24/20	News 3 at 10	10:15 PM-10:35 PM		:30				NM	5	\$1,750.00
Week:		01/20/20	01/26/20	MTWTF--				5	\$350.00				
N 25	WISC	01/20/20	01/23/20	Late Show w/ Colbert	1035-1135p		:30				NM	4	\$900.00
Week:		01/20/20	01/26/20	MTWT---				4	\$225.00				
N 26	WISC	01/20/20	01/23/20	Late Late Show w/ Corden	1135-1235am		:30				NM	3	\$240.00
Week:		01/20/20	01/26/20	MTWT---				3	\$80.00				
N 27	WISC	01/20/20	01/23/20	Late Late Show w/ Corden	1135-1235am		:15/:15				BK	1	\$80.00
Week:		01/20/20	01/26/20	MTWT---				1	\$80.00				
N 28	WISC	01/20/20	01/20/20	CBS Monday	7-8pm		:30				NM	1	\$450.00
Week:		01/20/20	01/26/20	1-----				1	\$450.00				
N 29	WISC	01/23/20	01/23/20	CBS Thursday	7-8pm		:30				NM	1	\$800.00
Week:		01/20/20	01/26/20	---1---				1	\$800.00				
N 30	WISC	01/23/20	01/23/20	CBS Thursday	8-9pm		:30				NM	1	\$700.00
Week:		01/20/20	01/26/20	---1---				1	\$700.00				
N 31	WISC	01/18/20	01/18/20	News 3 This Morning Sat	5-6am		:30				NM	1	\$30.00
Week:		01/13/20	01/19/20	-----1-				1	\$30.00				
N 32	WISC	01/18/20	01/18/20	News 3 This Morning Sat	8-9am		:30				NM	0	\$0.00
Week:		01/13/20	01/19/20	-----1-				1	\$90.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>			
		1	WISC	01/13/20-01/19/20	News 3 This Morning Sat	8-9am	-----Sa--	:30	\$90.00	NM			
		<i>Credited</i>											
N 33	WISC	01/19/20	01/19/20	News 3 This Morning Sun	630-8am		:30				NM	1	\$55.00
Week:		01/13/20	01/19/20	-----1				1	\$55.00				
N 34	WISC	01/19/20	01/19/20	NFL Playoffs	11-10pm		:15/:15				BK	1	\$4,500.00
Week:		01/13/20	01/19/20	-----1				1	\$4,500.00				
N 35	WISC	01/19/20	01/19/20	News 3 at 10	10:15 PM-10:35 PM		:30				NM	1	\$350.00
Week:		01/13/20	01/19/20	-----1				1	\$350.00				

(* 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.



WISC-TV
7025 Raymond Road
Madison, WI 53719
(608)271-4321

<http://www.channel3000.com>

<u>Contract / Revision</u> 09738788 /		<u>Alt Order #</u> 09738788
<u>Contract Dates</u> 01/18/20 - 01/24/20		<u>Product</u> MIKE BLOOMBERG 202
		<u>Estimate #</u> 0117
<u>Advertiser</u> Political Various		<u>Original Date / Revision</u> 01/16/20 / 01/31/20

*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>					
Week:		01/13/20	01/19/20	-----1	1			\$350.00					
Totals												76	\$19,117.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
12/30/19 - 01/24/20	76	\$19,117.00	(\$2,867.55)	\$16,249.45
Totals	76	\$19,117.00	(\$2,867.55)	\$16,249.45

Signature: _____ **Date:** _____

(* 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.