

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

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<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:		01/20/20	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	MTuWThF----	: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

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<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	\$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
		<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	\$400.00				
N 22	WISC	01/20/20	01/24/20	Entertainment Tonight	630-7pm		:30				NM	4	\$1,000.00
		<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	\$250.00				
N 23	WISC	01/20/20	01/24/20	Entertainment Tonight	630-7pm		:15/:15				BK	1	\$250.00
		<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	\$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
		<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	\$350.00				
N 25	WISC	01/20/20	01/23/20	Late Show w/ Colbert	1035-1135p		:30				NM	4	\$900.00
		<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	\$225.00				
N 26	WISC	01/20/20	01/23/20	Late Late Show w/ Corden	1135-1235am		:30				NM	3	\$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	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
		<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	\$80.00				
N 28	WISC	01/20/20	01/20/20	CBS Monday	7-8pm		:30				NM	1	\$450.00
		<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	1-----				1	\$450.00				
N 29	WISC	01/23/20	01/23/20	CBS Thursday	7-8pm		:30				NM	1	\$800.00
		<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	---1---				1	\$800.00				
N 30	WISC	01/23/20	01/23/20	CBS Thursday	8-9pm		:30				NM	1	\$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	---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
		<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	\$30.00				
N 32	WISC	01/18/20	01/18/20	News 3 This Morning Sat	8-9am		:30				NM	0	\$0.00
		<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	\$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			
Credited													
N 33	WISC	01/19/20	01/19/20	News 3 This Morning Sun	630-8am		:30				NM	1	\$55.00
		<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	\$55.00				
N 34	WISC	01/19/20	01/19/20	NFL Playoffs	11-10pm		:15/:15				BK	1	\$4,500.00
		<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	\$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
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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<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
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		<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:** _____

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