



WMSN Madison  
7847 Big Sky Dr  
Madison, WI 53719

BlueWest Media  
5130 E 18th Ave  
Denver, CO 80220

**Contract # 3428692**

Schedule Dates: 07/24/18-07/30/18  
Advertiser: Forward with Flynn-D (125775)  
Agency: BlueWest Media (16865)  
Product: POLITICAL CANDIDATE (ns) (1186)  
Brand: July18 Forward w/ Flynn (1050962)  
Salesperson: Berg, Erin (2762)  
Sales Office: WMSN  
Buyer Name: Willemyer, Mary  
Phone/Fax: /  
CPE: TV1137/980  
Account Types: Local/Political Candidate Agency BRD  
Billing Type: Weekly/Irregular  
Comments:

Date Entered: 07/18/18  
Last Modified: 07/20/18  
Entered By: Erin Berg  
CO-OP: No  
Headline #  
Demo  
Order Type: Normal  
Package Deal  
Commission %: 15.00  
Commission: \$210.00  
Net Total: \$1,190.00  
Sales Tax

Madison (WMSN)		
By Broadcast Month	Spots	Rate
Jul. 2018	4	\$1,200.00
Aug. 2018	1	\$200.00
<b>Grand Total:</b>	<b>5</b>	<b>\$1,400.00</b>

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 / News	07/24/18-07/24/18	3	:30	9p-9:30p (CST)	1		1						1	\$400.00	\$400.00	Madison (WMSN)		7/19/18
3.0	Normal Line / News	07/24/18-07/24/18	3	:30	9:30p-10p (CST)	1		1						1	\$200.00	\$200.00	Madison (WMSN)		7/19/18
4.0	Normal Line / News	07/26/18-07/26/18	3	:30	9:30p-10p (CST)	1				1				1	\$200.00	\$200.00	Madison (WMSN)		7/19/18
5.0	Normal Line / News	07/30/18-07/30/18	3	:30	9:30p-10p (CST)	1	1							1	\$200.00	\$200.00	Madison (WMSN)		7/19/18
7.0	Normal Line / News	07/29/18-07/29/18	3	:30	9p-9:30p (CST)	1							1	1	\$400.00	\$400.00	Madison (WMSN)		7/19/18

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted-Station: \_\_\_\_\_

Date: \_\_\_\_\_

Comments: \_\_\_\_\_

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbgn.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

**Station Order Revised  
Forward with Flynn**

**Market:** Madison  
**Flight Dates:** Tuesday, July 24, 2018 to Monday, July 30, 2018

Estimate ID
980

**Contact:** Mike  
**Email:** ELBerg@sbgvtv.com

**Phone:** 608-833-0047  
**Fax:** 608-833-5055  
**Direct:** 608-662-5013

**WMSN-TV**

Program Name	DP	Days Length	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Total
				Jul 24	Jul 25	Jul 26	Jul 27	Jul 28	Jul 29	Jul 30	
WMSN 9p News 9:00 PM 9:30 PM	LN	M-F 30	\$400.00 <b>\$400.00</b>		1						1
WMSN 9:30p News 9:30 PM 10:00 PM	LN	M-F 30	\$200.00 <b>\$800.00</b>	1		1				1	3
Sun 9p News 9:00 PM 9:30 PM	LN	Su 30	\$400.00 <b>\$400.00</b>						1		1
<b>Station Gross Totals</b>			<b>\$1,400.00</b>	1	1	1			1	1	5
<b>Station Net</b>			<b>\$1,190.00</b>								

**Please submit all invoices electronically. Agency ID: TV17137 or 9917137**

Mary Wittemyer  
**BlueWest Media**  
5130 E. 18th Ave., Denver, CO 80220

Date/Time Sent: 7/20/2018 9:09:07 AM

WMSN-TV  
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mary@bluwestmedia.com

## Sandy Reynolds

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**From:** Mike Halminiak  
**Sent:** Wednesday, August 8, 2018 11:05 AM  
**To:** Sandy Reynolds  
**Subject:** FW: Revised Forward with Flynn 7/24/2018 to 7/30/2018 Order for WMSN-TV  
**Attachments:** WMSN-TV-Forward with Flynn-Ver-0903.pdf

**From:** Mary Wittemyer [mailto:mary@bluewestmedia.com]  
**Sent:** Thursday, July 19, 2018 9:58 AM  
**To:** Mike Halminiak <mjhalminiak@sbgvtv.com>  
**Subject:** Revised Forward with Flynn 7/24/2018 to 7/30/2018 Order for WMSN-TV

Attention: Mike, WMSN-TV, Madison The attached document contains a buy for: Forward with Flynn 7/24/2018 to 7/30/2018 Revised Estimate #: 980 7/19/2018 9:03:10 AM Your immediate attention to this order is requested. Payment for this order will arrive prior to flight via UPS. Please review this order and contact Mary Wittemyer at 303-641-4330 or [mary@bluewestmedia.com](mailto:mary@bluewestmedia.com) regarding clearance. If this order has been received and will be cleared by WMSN-TV as is, please reply to this email and indicate that the order has cleared. If this order has been received but revisions are needed to clear the schedule, please indicate the changes on the order and scan and email back to Mary Wittemyer at [mary@bluewestmedia.com](mailto:mary@bluewestmedia.com).

## Station Order Forward with Flynn

**Market:** Madison  
**Flight Dates:** Tuesday, July 24, 2018 to Monday, July 30, 2018

Estimate ID
980

**Contact:** Mike  
**Email:** mjhalminiak@sbgvtv.com

**Phone:** 608-833-0047  
**Fax:** 608-833-5055  
**Direct:** 608-662-5013

### WMSN-TV

Program Name	DP	Days	Length	Gross Rate	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Total
					Jul 24	Jul 25	Jul 26	Jul 27	Jul 28	Jul 29	Jul 30	
WMSN 9p News 9:00 PM 9:30 PM	LN	M-F	30	\$400.00 \$800.00		1		1				2
WMSN 9:30p News 9:30 PM 10:00 PM	LN	M-F	30	\$200.00 \$600.00	1		1				1	3
Sat 9p News 9:00 PM 9:30 PM	LN	Sa	30	\$200.00 \$200.00					1			1
Sun 9p News 9:00 PM 9:30 PM	LN	Su	30	\$400.00 \$400.00						1		1
<b>Station Gross Totals</b>				<b>\$2,000.00</b>	<b>1</b>	<b>7</b>						
<b>Station Net</b>				<b>\$1,700.00</b>								

**Please submit all invoices electronically. Agency ID: TV17137 or 9917137**

Mary Wittemyer  
**BlueWest Media**  
 5130 E. 18th Ave., Denver, CO 80220

Date/Time Sent: 7/18/2018 2:18:56 PM

WMSN-TV

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mary@bluestwestmedia.com

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WMSN-TV      Madison	<b>Date:</b> 7/19/2018
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I, BlueWest Media,

being/on behalf of: Matt Flynn,

a legally qualified candidate of the Democratic

political party for the office of: \_\_\_\_\_

in the \_\_\_\_\_

election to be held on: \_\_\_\_\_

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
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**SEE ATTACHED SCHEDULE**

Date of First Broadcast:	Date of Last Broadcast:
Tuesday, July 24, 2018	Monday, July 30, 2018

**Attach proposed schedule with charges (if available): \$1,400.00**

I represent that the payment for the above described broadcast time has been furnished by:

Forward with Flynn

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Brendan Flemming

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

**To Be Signed By Candidate or Authorized Committee**

Thursday, July 19, 2018

**Date**

*Mary W...*

**Signature**

**To Be Signed By Station Representative**

Accepted

Accepted in Part

Rejected

*[Signature]*

**Signature**

*Mike Hoffm...*

**Printed Name**

**Title**