



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 Willemeyer, 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
Grand Total:	5	\$1,400.00

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
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://bbg.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 Jul 24	Wed Jul 25	Thu Jul 26	Fri Jul 27	Sat Jul 28	Sun Jul 29	Mon Jul 30	Total
WMSN 9p News 9:00 PM 9:30 PM	LN	M-F 30	\$400.00 \$400.00		1						1
WMSN 9:30p News 9:30 PM 10:00 PM	LN	M-F 30	\$200.00 \$600.00	1		1				1	3
Sun 9p News 9:00 PM 9:30 PM	LN	Su 30	\$400.00 \$400.00						1		1
Station Gross Totals			\$1,400.00	1	1	1			1	1	5
Station Net			\$1,190.00								

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

mary@bluewestmedia.com

WMSN-TV
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Sandy Reynolds

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 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.

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@sbgstv.com

Phone: 608-833-0047

Fax: 608-833-5055

Direct: 608-662-5013

WMSN-TV

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

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

Station and Location: WMSN-TV Madison	Date: 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

[Signature]

Signature

☐ Accepted in Part

Mike's Hot Air Balloon

Printed Name

☐ Rejected

Title