

CONTRACT

WITI-TV
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414) 355-6666

And:

Greer Margolis & Mitchell, Inc
3050 K St NW
Ste 100
Washington, DC 20007

<u>Contract / Revision</u> 556087 /		<u>Alt Order #</u> 08778213
<u>Product</u> EMERSON COLLECTIVE		
<u>Contract Dates</u> 09/06/17 - 09/12/17		<u>Estimate #</u> 6059
<u>Advertiser</u> ISS/Emerson Collective		<u>Original Date / Revision</u> 09/06/17 / 09/07/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WITI-TV	<u>Account Executive</u> Nick Welte	<u>Sales Office</u> NSO Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agcy Code</u> 12856	<u>Advertiser Code</u> 8	<u>Product 1/2</u> 261
<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	6	09/06/17	09/12/17	FOX 6 News @ 10p	10:00 PM-10:35 PM		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/06/17	09/12/17	MTWTF--				1	\$1,100.00				
N 2	6	09/06/17	09/12/17	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/06/17	09/12/17	MTWTF--				1	\$500.00				
N 3	6	09/06/17	09/12/17	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/06/17	09/12/17	MTWTF--				1	\$450.00				
N 4	6	09/06/17	09/12/17	FOX 6 News @ 6	6:00 PM-6:30 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/06/17	09/12/17	MTWTF--				1	\$500.00				
N 5	6	09/06/17	09/12/17	FOX 6 Wake Up News	7:00 AM-7:30 AM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/06/17	09/12/17	MTWTF--				1	\$800.00				
N 6	6	09/06/17	09/12/17	FOX 6 News @ 9p	9:00 PM-9:30 PM		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/06/17	09/12/17	MTWTF--				1	\$1,100.00				
N 7	6	09/10/17	09/10/17	FOX News Sunday 9a-10a	9:00 AM-10:00 AM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/04/17	09/10/17	-----1				1	\$500.00				
Totals								0.00				7	\$4,950.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/28/17 -09/12/17	7	\$4,950.00	(\$742.50)	\$4,207.50
Totals	7	\$4,950.00	(\$742.50)	\$4,207.50

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 contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: <div style="font-size: 1.2em; margin-top: 10px;">9/5/17</div>
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I, Laura Bassett

do hereby request station time concerning the following issue:

Emerson Collective

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

This broadcast time will be used by: Emerson Collective

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Support DREAM Ad:
DC - congress/senate/policymakers
Tillis - NC Senate
McConnell - KY Senate
Ryan - WI01 Congress
Heller - NV Senate
Gardner - CO Senate

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Emerson Collective, LLC
555 Bryant Street #259
Palo Alto, CA 94301

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

President: Laurene Powell Jobs

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

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

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

9/6/2017

Date

Jan Damp

Signature

(202) 813-4782

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

MIKE NEALE

Printed Name

Dir. of Sales

Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.