## CONTRACT



WKBT-TV 141 South 6th Street La Crosse, WI 54601 (608)782-4678

http://www.wkbt.com

And:

**Flexpoint Media** P.O. Box 1051 New Albany, OH 43054

	Contract / Revision		Alt Order #	
	28400340 /		28400340	
Advertiser		Ori	iginal Date / Revision	
Political Various		05/14/24 / 05/14/24		
Contract Dates	Estimate #			
05/15/24 - 05/20/24	5399			
Product				
WI-SEN Hovde for Senate				

Billing Cycle	Billing Cale	endar_	Cash/Trade
EOM/EOC	Broadcast		Cash
Property	Account Ex	<u>kecutive</u>	Sales Office
WKBT-TV	Kathy Kilpa	atrick	Katz-Washingto
Special Handl	ing		
Demographic			
Adults 18+			
Agy Code	Advertiser	Code	Product 1/2
9920140	615		830
Agency Ref		Advertiser	Ref

	Start/End	Spots/		
*Line Ch Start Date End Date Description	Time	Days Length Week Rate	Type Spots	Amount
N       1       WKBT 05/16/24       05/16/24       M-F Early Show         Start Date       End Date       Weekdays       Spots/Week         Week:       05/13/24       05/19/24       T       1	8:00 AM-9:00 AM <u>Rate</u> \$350.00	:30	NM 1	\$350.00
N         2         WKBT         05/20/24         05/20/24         CBS Monday           Start Date         End Date         Weekdays         Spots/Week           Week:         05/20/24         05/26/24         M         1	Mo 7-8p <u>Rate</u> \$750.00	:30	NM 1	\$750.00
N       3       WKBT 05/15/24       05/15/24       News 8 @ 10         Start Date       End Date       Weekdays       Spots/Week         Week:       05/13/24       05/19/24       W       1	M-F 10-1035p <u>Rate</u> \$650.00	:30	NM 1	\$650.00
N       4       WKBT 05/16/24       05/16/24       News 8 @ 10         Start Date       End Date       Weekdays       Spots/Week         Week:       05/13/24       05/19/24       T       1	M-F 10-1035p <u>Rate</u> \$650.00	:30	NM 1	\$650.00
N       5       WKBT 05/17/24       05/17/24       News 8 @ 10         Start Date       End Date       Weekdays       Spots/Week         Week:       05/13/24       05/19/24       F       1	M-F 10-1035p <u>Rate</u> \$650.00	:30	NM 1	\$650.00
N       6       WKBT 05/20/24       05/20/24       News 8 @ 10         Start Date       End Date       Weekdays       Spots/Week         Week:       05/20/24       05/26/24       M       1	M-F 10-1035p <u>Rate</u> \$650.00	:30	NM 1	\$650.00
N       7       WKBT 05/15/24       05/15/24       News 8 @ Six         Start Date       End Date       Weekdays       Spots/Week         Week:       05/13/24       05/19/24       W       1	M-F 6-630p <u>Rate</u> \$750.00	:30	NM 1	\$750.00
N       8       WKBT 05/16/24       05/16/24       News 8 @ Six         Start Date       End Date       Weekdays       Spots/Week         Week:       05/13/24       05/19/24       T       1	M-F 6-630p <u>Rate</u> \$750.00	:30	NM 1	\$750.00
N       9       WKBT 05/17/24       05/17/24       News 8 @ Six         Start Date       End Date       Weekdays       Spots/Week         Week:       05/13/24       05/19/24      F       1	M-F 6-630p <u>Rate</u> \$750.00	:30	NM 1	\$750.00
N 10 WKBT 05/20/24 05/20/24 News 8 @ Six  Start Date End Date Weekdays Spots/Week  Week: 05/20/24 05/26/24 M 1	M-F 6-630p <u>Rate</u> \$750.00	:30	NM 1	\$750.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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28400340 /	28400340

Advertiser Original Date / Revision **Political Various** 05/14/24 / 05/14/24

Contract Dates	Product	Estimate #
05/15/24 - 05/20/24	WI-SEN Hovde for Sena	5399

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeSpots	Amount
Start Date End Date Weekdays Spots/Week	Rate	zayo zongan moon mate	. ypa apata	7
N 11 WKBT 05/18/24 05/18/24 Sa News 8 @ Six  Start Date End Date Weekdays Spots/Week  Week: 05/13/24 05/19/24S- 1	Sa 6-630p Rate \$500.00	:30	NM 1	\$500.00
N       12       WKBT 05/15/24       05/15/24       News 8 @ Five         Start Date       End Date       Weekdays       Spots/Week         Week:       05/13/24       05/19/24       W       1	M-F 5-530p <u>Rate</u> \$600.00	:30	NM 1	\$600.00
N 13 WKBT 05/16/24 05/16/24 News 8 @ Five  Start Date	M-F 5-530p <u>Rate</u> \$600.00	:30	NM 1	\$600.00
N       14       WKBT 05/17/24       05/17/24       News 8 @ Five         Start Date       End Date       Weekdays       Spots/Week         Week:       05/13/24       05/19/24       F       1	M-F 5-530p <u>Rate</u> \$600.00	:30	NM 1	\$600.00
N       15       WKBT 05/20/24       05/20/24       News 8 @ Five         Start Date       End Date       Weekdays       Spots/Week         Week:       05/20/24       05/26/24       M       1	M-F 5-530p <u>Rate</u> \$600.00	:30	NM 1	\$600.00
N       16       WKBT 05/19/24       05/19/24       Su News 8 at 530         Start Date       End Date       Weekdays       Spots/Week         Week:       05/13/24       05/19/24      S       1	Su 530-6p <u>Rate</u> \$600.00	:30	NM 1	\$600.00
N         17         WKBT 05/15/24         05/15/24         Let's Make A Dea           Start Date         End Date         Weekdays         Spots/Week           Week:         05/13/24         05/19/24         W         1	M-F 2-3p <u>Rate</u> \$250.00	:30	NM 1	\$250.00
N         18         WKBT 05/18/24         05/18/24         CBS Saturday           Start Date         End Date         Weekdays         Spots/Week           Week:         05/13/24         05/19/24         S-         1	Sa 8-9p <u>Rate</u> \$350.00	:30	NM 1	\$350.00
N         19         WKBT 05/15/24         05/15/24         News 8 This Morr           Start Date         End Date         Weekdays         Spots/Week           Week:         05/13/24         05/19/24         W         1	6:30 AM-7:00 AM <u>Rate</u> \$400.00	:30	NM 1	\$400.00
N         20         WKBT 05/17/24         05/17/24         Drew Barrymore           Start Date         End Date         Weekdays         Spots/Week           Week:         05/13/24         05/19/24         F         1	M-F 3-4p <u>Rate</u> \$150.00	:30	NM 1	\$150.00
N 21 WKBT 05/15/24       05/15/24       News 8 @ Noon         Start Date Week: 05/13/24       End Date 05/19/24       Weekdays - W 1       Spots/Week 1	M-F 12-1230p <u>Rate</u> \$300.00	:30	NM 1	\$300.00
N         22         WKBT 05/16/24         05/16/24         M-F Bold & Beaut           Start Date         End Date         Weekdays         Spots/Week           Week:         05/13/24         05/19/24        T         1	M-F 1230-1P <u>Rate</u> \$250.00	:30	NM 1	\$250.00
N 23 WKBT 05/16/24 05/16/24 Entertainment Toi  Start Date   End Date   Weekdays   Spots/Week    Week: 05/13/24 05/19/24 T 1	1235-0105a <u>Rate</u> \$100.00	:30	NM 1	\$100.00
N         24         WKBT 05/16/24         05/16/24         News 8 This Morr           Start Date         End Date         Weekdays         Spots/Week           Week:         05/13/24         05/19/24         T         1	6:00 AM-6:30 AM <u>Rate</u> \$350.00	:30	NM 1	\$350.00
N         25         WKBT 05/17/24         05/17/24         News 8 This Morr           Start Date         End Date         Weekdays         Spots/Week           Week:         05/13/24         05/19/24         F         1	6:00 AM-6:30 AM <u>Rate</u> \$350.00	:30	NM 1	\$350.00
N 26 WKBT 05/20/24 05/20/24 News 8 This Morr Start Date End Date Weekdays Spots/Week	6:00 AM-6:30 AM <u>Rate</u>	:30	NM 1	\$350.00

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Contract Agreement Between:



WKBT-TV 141 South 6th Street La Crosse, WI 54601 (608)782-4678

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28400340 /	28400340

Advertiser Original Date / Revision **Political Various** 05/14/24 / 05/14/24

Contract Dates	Product	Estimate #
05/15/24 - 05/20/24	WI-SEN Hovde for Sena	5399

	Start/End		Spots/				_
*Line Ch Start Date End Date Description	Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 05/20/24         05/26/24         M         1	Rate \$350.00						_
N 27 WKBT 05/18/24 05/18/24 Weather Gone Vii	1035-1135p		:30		NM	1	\$150.00
Start Date Week: $\overline{05/13/24}$ End Date $\overline{05/19/24}$ Weekdays $\overline{S-}$ Spots/Week 	Rate \$150.00				ŀ		
N 28 WKBT 05/18/24 05/18/24 Weekend Morning	Sa 5-6a		:30		NM	1	\$125.00
Start Date Week: 05/13/24End Date 05/19/24Weekdays S-Spots/Week 	<u>Rate</u> \$125.00						
N 29 WKBT 05/15/24 05/15/24 M-F Early Morning	5:30 AM-6:00 AM		:30		NM	1	\$200.00
Start Date         End Date         Weekdays         Spots/Week           Week: 05/13/24         05/19/24         W         1	Rate \$200.00						
N 30 WKBT 05/16/24 05/16/24 M-F Early Morning	5:30 AM-6:00 AM		:30		NM	1	\$200.00
Start Date         End Date         Weekdays         Spots/Week           Week: 05/13/24         05/19/24        T         1	<u>Rate</u> \$200.00						
N 31 WKBT 05/17/24 05/17/24 M-F Early Morning	5:30 AM-6:00 AM		:30		NM	1	\$200.00
Start Date Week: 05/13/24End Date 05/19/24Weekdays FSpots/Week1	<u>Rate</u> \$200.00						
N 32 WKBT 05/15/24 05/15/24 NewsChannel 8	9-930a		:30		NM	1	\$150.00
Start Date         End Date         Weekdays         Spots/Week           Week: 05/13/24         05/19/24         W         1	Rate \$150.00						
N 33 WKBT 05/16/24 05/16/24 NewsChannel 8	9-930a		:30		NM	1	\$150.00
Start Date Week: 05/13/24End Date 05/19/24Weekdays TSpots/Week1	<u>Rate</u> \$150.00						
N 34 WKBT 05/17/24 05/17/24 NewsChannel 8	9-930a		:30		NM	1	\$150.00
Start Date Week: 05/13/24End Date 05/19/24Weekdays FSpots/Week1	<u>Rate</u> \$150.00						
N 35 WKBT 05/20/24 05/20/24 NewsChannel 8	9-930a		:30		NM	1	\$150.00
Start Date         End Date         Weekdays         Spots/Week           Week: 05/20/24         05/26/24         M         1	<u>Rate</u> \$150.00						
N 36 WKBT 05/19/24 05/19/24 The Outdoorsmar	Sun 1035-1105p		:30		NM	1	\$150.00
Week: 05/13/24 End Date Weekdays Spots/Week 05/19/24S 1	<u>Rate</u> \$150.00						
N 37 WKBT 05/15/24 05/15/24 M-F Early Show	7:00 AM-8:00 AM		:30		NM	1	\$300.00
Start Date         End Date         Weekdays         Spots/Week           Week:         05/13/24         05/19/24         W         1	<u>Rate</u> \$300.00						
N 38 WKBT 05/16/24 05/16/24 M-F Early Show	7:00 AM-8:00 AM		:30		NM	1	\$300.00
Start Date         End Date         Weekdays         Spots/Week           Week: 05/13/24         05/19/24        T         1	Rate \$300.00						
N 39 WKBT 05/17/24 05/17/24 M-F Early Show	7:00 AM-8:00 AM		:30		NM	1	\$300.00
Start Date Week: $05/13/24$ End Date 05/19/24Weekdays FSpots/Week1	Rate \$300.00						
N 40 WKBT 05/20/24 05/20/24 M-F Early Show	7:00 AM-8:00 AM		:30		NM	1	\$300.00
Start Date         End Date         Weekdays         Spots/Week           Week: 05/20/24         05/26/24         M         1	<u>Rate</u> \$300.00						
N 41 WKBT 05/15/24 05/15/24 Extra	105-135a		:30		NM	1	\$75.00
Start Date Week: $05/13/24$ End Date 05/19/24Weekdays WSpots/Week 1	<u>Rate</u> \$75.00						
N 42 WKBT 05/17/24 05/17/24 Extra	105-135a		:30		NM	1	\$75.00

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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.



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 WI-SEN Hovde for Sena
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*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date   End Date   Weekdays   Spots/Week	Rate \$75.00	Days Length Week Nate	Туре Ороіз	Amount
N 43 WKBT 05/19/24 05/19/24 Sports Stars of Tc  Start Date Week: 05/13/24 05/19/24 Weekdays Spots/Week  Week: 05/13/24 05/19/24	1105-1135p Rate \$100.00	:30	NM 1	\$100.00
N 44 WKBT 05/15/24 05/15/24 The Jennifer Hud:  Start Date Week: 05/13/24	M-F 4-5p Rate \$150.00	:30	NM 1	\$150.00
N 45 WKBT 05/16/24 05/16/24 The Jennifer Huds  Start Date   End Date   Weekdays   Spots/Week   Week: 05/13/24 05/19/24 T 1	M-F 4-5p <u>Rate</u> \$150.00	:30	NM 1	\$150.00
N 46 WKBT 05/17/24 05/17/24 The Jennifer Huds  Start Date End Date Weekdays Spots/Week  Week: 05/13/24 05/19/24 F 1	M-F 4-5p <u>Rate</u> \$150.00	:30	NM 1	\$150.00
N 47 WKBT 05/20/24 05/20/24 The Jennifer Huds  Start Date End Date Weekdays Spots/Week Week: 05/20/24 05/26/24 M 1	M-F 4-5p <u>Rate</u> \$150.00	:30	NM 1	\$150.00
N 48 WKBT 05/15/24 05/15/24 Late Show w/ Col Start Date End Date Weekdays Spots/Week Week: 05/13/24 05/19/24 W 1	M-F 1035-1135p <u>Rate</u> \$200.00	:30	NM 1	\$200.00
N 49 WKBT 05/17/24 05/17/24 Late Show w/ Col Start Date End Date Weekdays Spots/Week Week: 05/13/24 05/19/24 F 1	M-F 1035-1135p <u>Rate</u> \$200.00	:30	NM 1	\$200.00
N 50 WKBT 05/20/24 05/20/24 Late Show w/ Col Start Date End Date Weekdays Spots/Week Week: 05/20/24 05/26/24 M 1	M-F 1035-1135p Rate \$200.00	:30	NM 1	\$200.00
N 51 WKBT 05/19/24 05/19/24 S.W.A.T.  Start Date End Date Weekdays Spots/Week Week: 05/13/24 05/19/24S 1	1235-135a <u>Rate</u> \$75.00	:30	NM 1	\$75.00
N 52 WKBT 05/15/24 05/15/24 M-F Early Morning  Start Date End Date Weekdays Spots/Week Week: 05/13/24 05/19/24 W 1	5:00 AM-5:30 AM Rate \$150.00	:30	NM 1	\$150.00
N 53 WKBT 05/16/24 05/16/24 M-F Early Morning  Start Date End Date Weekdays Spots/Week Week: 05/13/24 05/19/24 T 1	5:00 AM-5:30 AM <u>Rate</u> \$150.00	:30	NM 1	\$150.00
N 54 WKBT 05/17/24 05/17/24 M-F Early Morning  Start Date	5:00 AM-5:30 AM <u>Rate</u> \$150.00	:30	NM 1	\$150.00
N 55 WKBT 05/20/24 05/20/24 M-F Early Morning  Start Date End Date Weekdays Spots/Week Week: 05/20/24 05/26/24 M 1	5:00 AM-5:30 AM Rate \$150.00	:30	NM 1	\$150.00
N         56         WKBT 05/18/24         05/18/24         Storm of Suspicio           Start Date         End Date         Weekdays         Spots/Week           Week:         05/13/24         05/19/24        S-         1	1135p-1235a <u>Rate</u> \$75.00	:30	NM 1	\$75.00
N 57 WKBT 05/19/24 05/19/24 Magnum P.I.  Start Date End Date Weekdays Spots/Week Week: 05/13/24 05/19/24S 1	1135p-1235a <u>Rate</u> \$75.00	:30	NM 1	\$75.00
N 58 WKBT 05/19/24 05/19/24 Sun Overnight	1:35 XM-2:35 XM	:30	NM 1	\$50.00

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*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week	Rate Type	Spots	Amount
Week:Start Date 05/13/24End Date 05/19/24Weekdays SSpots/Week 1	<u>Rate</u> \$50.00				
N 59 WKBT 05/18/24 05/18/24 Sat CBS Early Sh  Start Date   End Date   Weekdays   Spots/Week    Week: 05/13/24 05/19/24S- 1	7:00 AM-8:00 AM <u>Rate</u> \$250.00	:30	NM	1	\$250.00
N         60         WKBT 05/18/24         05/18/24         Weekend Morninç           Start Date         End Date         Weekdays         Spots/Week           Week:         05/13/24         05/19/24        S-         1	Sa 8a-9a <u>Rate</u> \$200.00	:30	NM	1	\$200.00
N 61         WKBT 05/19/24         05/19/24         Weekend Morninç           Start Date         End Date         Weekdays         Spots/Week           Week:         05/13/24         05/19/24        S         1	Su 630-8a <u>Rate</u> \$200.00	:30	NM	1	\$200.00
		Totals		61	\$18,850.00

Time Period # of Spots **Gross Amount** Agency Comm. Net Amount 04/29/24 -05/20/24 61 \$18,850.00 (\$2,827.50)\$16,022.50 Totals 61 \$18,850.00 (\$2,827.50)\$16,022.50

Signature:	Date:	

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