

CONTRACT



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

<u>Contract / Revision</u> 666712 /		<u>Alt Order #</u>
<u>Product</u> ENOUGH ALREADY WISCONSIN 02216		
<u>Contract Dates</u> 09/02/13 - 09/29/13		<u>Estimate #</u> 02216
<u>Advertiser</u> Wisconsin Gaming		<u>Original Date / Revision</u> 09/03/13 / 09/09/13
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Local WITI House	<u>Sales Office</u> Milwaukee
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 107.20
<u>IDB#</u> 8193	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Nonbox
Attention: Kristen Johnson
5307 S 92nd Street
Hales Corners, WI 53130

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	6	09/04/13	09/29/13	M-F 5p-530p	5p-530p		:30				NM	4	\$1,460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/02/13	09/08/13	--WTF--				1	\$365.00	3.00			
Week:		09/09/13	09/15/13	MTWTF--				1	\$365.00	3.00			
Week:		09/16/13	09/22/13	MTWTF--				1	\$365.00	3.00			
Week:		09/23/13	09/29/13	MTWTF--				1	\$365.00	3.00			
N 2	6	09/04/13	09/29/13	M-F 530p-6p	530p-6p		:30				NM	4	\$1,460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/02/13	09/08/13	--WTF--				1	\$365.00	2.60			
Week:		09/09/13	09/15/13	MTWTF--				1	\$365.00	2.60			
Week:		09/16/13	09/22/13	MTWTF--				1	\$365.00	2.60			
Week:		09/23/13	09/29/13	MTWTF--				1	\$365.00	2.60			
N 3	6	09/04/13	09/29/13	M-F 9-10p	9p-10p		:30				NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/02/13	09/08/13	--WTF--				1	\$1,000.00	6.00			
Week:		09/09/13	09/15/13	MTWTF--				1	\$1,000.00	6.00			
Week:		09/16/13	09/22/13	MTWTF--				1	\$1,000.00	6.00			
Week:		09/23/13	09/29/13	MTWTF--				1	\$1,000.00	6.00			
N 4	6	09/04/13	09/29/13	M-F 10p-1030p	10p-1030p		:30				NM	4	\$3,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/02/13	09/08/13	--WTF--				1	\$835.00	5.80			
Week:		09/09/13	09/15/13	MTWTF--				1	\$835.00	5.80			
Week:		09/16/13	09/22/13	MTWTF--				1	\$835.00	5.80			
Week:		09/23/13	09/29/13	MTWTF--				1	\$835.00	5.80			
N 5	6	09/04/13	09/29/13	M-F 7a-8a	7a-8a		:30				NM	4	\$1,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/02/13	09/08/13	--WTF--				1	\$415.00	3.40			
Week:		09/09/13	09/15/13	MTWTF--				1	\$415.00	3.40			
Week:		09/16/13	09/22/13	MTWTF--				1	\$415.00	3.40			
Week:		09/23/13	09/29/13	MTWTF--				1	\$415.00	3.40			
N 6	6	09/04/13	09/29/13	M-F 6p-630p	6p-630p		:30				NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/02/13	09/08/13	--WTF--				1	\$400.00	2.80			

(* 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. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/09/13	09/15/13	MTWTF--				1	\$400.00	2.80			
Week:		09/16/13	09/22/13	MTWTF--				1	\$400.00	2.80			
Week:		09/23/13	09/29/13	MTWTF--				1	\$400.00	2.80			
N 7 6		09/04/13	09/29/13	M-F 8a-9a	8a-9a		:30				NM	4	\$1,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/02/13	09/08/13	--WTF--				1	\$335.00	3.20			
Week:		09/09/13	09/15/13	MTWTF--				1	\$335.00	3.20			
Week:		09/16/13	09/22/13	MTWTF--				1	\$335.00	3.20			
Week:		09/23/13	09/29/13	MTWTF--				1	\$335.00	3.20			
Totals										107.20		28	\$14,860.00

Time Period	# of Spots	Gross Amount	Net Amount
08/26/13 - 09/27/13	28	\$14,860.00	\$12,631.00
Totals	28	\$14,860.00	\$12,631.00

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: 9/6/13
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I, Cynthia Murphy (via nonbox)
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	See schedule			See schedule	

Total Charges:

This broadcast time will be used by: _____

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 office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

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

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

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

I agree 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), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

9/6/13

Date

TO BE SIGNED BY ISSUE ADVERTISER

Cynthia Murphy

Signature

414-425-8800

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

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
:30	See schedule			see schedule	

Total Charges:

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 times the spots 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 specific spots aired.