



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

<http://www.wkbt.com>

CONTRACT

<u>Contract / Revision</u> 28392593 /		<u>Alt Order #</u> 28392593
<u>Advertiser</u> Political Issue		<u>Original Date / Revision</u> 04/16/24 / 04/16/24
<u>Contract Dates</u> 09/24/24 - 09/30/24	<u>Estimate #</u> 13215	
<u>Product</u> DSCC		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WKBT-TV	<u>Account Executive</u> Kathy Kilpatrick	<u>Sales Office</u> Katz-Washingto
<u>Special Handling</u> Duplicate Invoice 2x		
<u>Demographic</u> Adults 18+		
<u>Agy Code</u>	<u>Advertiser Code</u> 49	<u>Product 1/2</u> 53
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Great American Media
 3050 K St NW, Ste #100
 Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WKBT	09/24/24	09/30/24	News 8 This Morn	6:00 AM-6:30 AM		:30			NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/24	09/30/24	MTWTF--				5	\$900.00			
N 2	WKBT	09/24/24	09/30/24	News 8 This Morn	6:30 AM-7:00 AM		:30			NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/24	09/30/24	MTWTF--				5	\$1,000.00			
N 3	WKBT	09/24/24	09/30/24	M-F Early Show	7:00 AM-8:00 AM		:30			NM	10	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/24	09/30/24	MTWTF--				10	\$1,000.00			
N 4	WKBT	09/24/24	09/30/24	M-F Early Show	8:00 AM-9:00 AM		:30			NM	10	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/24	09/30/24	MTWTF--				10	\$900.00			
N 5	WKBT	09/24/24	09/30/24	NewsChannel 8	9-930a		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/24	09/30/24	MTWTF--				5	\$400.00			
N 6	WKBT	09/28/24	09/28/24	Sat CBS Early Sh	7:00 AM-8:00 AM		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/23/24	09/29/24	-----S-				1	\$650.00			
N 7	WKBT	09/28/24	09/28/24	Weekend Morninç	Sa 8a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/23/24	09/29/24	-----S-				1	\$500.00			
N 8	WKBT	09/29/24	09/29/24	CBS Sunday Morn	Su 8-930a		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/23/24	09/29/24	-----S				2	\$1,200.00			
N 9	WKBT	09/29/24	09/29/24	Face the Nation	Su 930-1030a		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/23/24	09/29/24	-----S				1	\$900.00			
N 10	WKBT	09/24/24	09/30/24	Price is Right	10-11a		:30			NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/24	09/30/24	MTWTF--				5	\$1,000.00			

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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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<u>Contract Dates</u> 09/24/24 - 09/30/24	<u>Product</u> DSCC	<u>Estimate #</u> 13215

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 11	WKBT	09/24/24	09/30/24	The Young & The	11-12n		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/24	09/30/24	MTWTF--				3	\$750.00			
N 12	WKBT	09/24/24	09/30/24	News 8 @ Noon	M-F 12-1230p		:30			NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/24	09/30/24	MTWTF--				5	\$850.00			
N 13	WKBT	09/24/24	09/30/24	M-F Bold & Beaut	M-F 1230-1P		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/24	09/30/24	MTWTF--				2	\$600.00			
N 14	WKBT	09/24/24	09/30/24	The Talk	1-2pm		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/24	09/30/24	MTWTF--				3	\$600.00			
N 15	WKBT	09/24/24	09/30/24	Let's Make A Dea	M-F 2-3p		:30			NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/24	09/30/24	MTWTF--				5	\$600.00			
N 16	WKBT	09/24/24	09/30/24	News 8 @ Five	M-F 5-530p		:30			NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/24	09/30/24	MTWTF--				5	\$2,000.00			
N 17	WKBT	09/24/24	09/30/24	News 8 @ Six	M-F 6-630p		:30			NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/24	09/30/24	MTWTF--				5	\$2,500.00			
N 18	WKBT	09/28/24	09/28/24	Sa News 8 @ Six	Sa 6-630p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/23/24	09/29/24	-----S-				1	\$1,500.00			
N 19	WKBT	09/29/24	09/29/24	Su News 8 at 530	Su 530-6p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/23/24	09/29/24	-----S				1	\$2,000.00			
N 20	WKBT	09/24/24	09/30/24	EntertainmentTon	630-7p		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/24	09/30/24	MTWTF--				2	\$2,000.00			
N 21	WKBT	09/24/24	09/30/24	Late Show w/ Col	M-F 1035-1135p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/24	09/30/24	MTWTF--				2	\$600.00			
N 22	WKBT	09/24/24	09/24/24	CBS Tuesday	Tu 7-8p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/23/24	09/29/24	-T-----				1	\$3,500.00			
N 23	WKBT	09/24/24	09/24/24	CBS Tuesday	Tu 9-10p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/23/24	09/29/24	-T-----				1	\$3,500.00			
N 24	WKBT	09/27/24	09/27/24	CBS Friday	Fr 7-8p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/23/24	09/29/24	----F--				1	\$2,500.00			
N 25	WKBT	09/27/24	09/27/24	CBS Friday	Fr 8-9p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/23/24	09/29/24	----F--				1	\$2,500.00			
N 26	WKBT	09/27/24	09/27/24	CBS Friday	Fr 9-10p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/23/24	09/29/24	----F--				1	\$3,500.00			

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Week:		09/23/24	09/29/24	----F--				1	\$3,500.00			
N 27	WKBT	09/28/24	09/28/24	Big Ten College F	2:30 PM-6:00 PM		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/23/24	09/29/24	-----S-				1	\$3,500.00			
N 28	WKBT	09/29/24	09/29/24	NFL Today	11:00 AM-12:00 PM		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/23/24	09/29/24	-----S				1	\$1,500.00			
N 29	WKBT	09/29/24	09/29/24	NFL Game 1	12:00 PM-3:30 PM		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/23/24	09/29/24	-----S				1	\$5,000.00			
N 30	WKBT	09/29/24	09/29/24	NFL Game 2	3:30 PM-6:30 PM		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/23/24	09/29/24	-----S				1	\$7,500.00			
Totals											88	\$116,650.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/26/24 -09/29/24	72	\$99,650.00	(\$14,947.50)	\$84,702.50
09/30/24 -09/30/24	16	\$17,000.00	(\$2,550.00)	\$14,450.00
Totals	88	\$116,650.00	(\$17,497.50)	\$99,152.50

Signature: _____ **Date:** _____

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