



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

<http://www.wkbt.com>

# CONTRACT

<u>Contract / Revision</u> 28392592 /		<u>Alt Order #</u> 28392592
<u>Advertiser</u> <b>Political Issue</b>		<u>Original Date / Revision</u> 04/16/24 / 04/16/24
<u>Contract Dates</u> <b>09/17/24 - 09/23/24</b>	<u>Estimate #</u> <b>13214</b>	
<u>Product</u> <b>Issue</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WKBT-TV</b>	<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	09/17/24	09/23/24	News 8 This Morr	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:		09/17/24	09/23/24	MTWTF--				5	\$900.00			
N 2	WKBT	09/17/24	09/23/24	News 8 This Morr	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:		09/17/24	09/23/24	MTWTF--				5	\$1,000.00			
N 3	WKBT	09/17/24	09/23/24	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:		09/17/24	09/23/24	MTWTF--				10	\$1,000.00			
N 4	WKBT	09/17/24	09/23/24	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:		09/17/24	09/23/24	MTWTF--				10	\$900.00			
N 5	WKBT	09/17/24	09/23/24	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:		09/17/24	09/23/24	MTWTF--				5	\$400.00			
N 6	WKBT	09/21/24	09/21/24	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:		09/16/24	09/22/24	-----S-				1	\$650.00			
N 7	WKBT	09/21/24	09/21/24	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:		09/16/24	09/22/24	-----S-				1	\$500.00			
N 8	WKBT	09/22/24	09/22/24	CBS Sunday Mori	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:		09/16/24	09/22/24	-----S				2	\$1,200.00			
N 9	WKBT	09/22/24	09/22/24	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:		09/16/24	09/22/24	-----S				1	\$900.00			
N 10	WKBT	09/17/24	09/23/24	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:		09/17/24	09/23/24	MTWTF--				5	\$1,000.00			

(\* 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, on 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. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry. 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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<u>Contract / Revision</u>	<u>Alt Order #</u>
28392592 /	28392592

<u>Advertiser</u>	<u>Original Date / Revision</u>
<b>Political Issue</b>	04/16/24 / 04/16/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
<b>09/17/24 - 09/23/24</b>	Issue	<b>13214</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 11	WKBT	09/17/24	09/23/24	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:		09/17/24	09/23/24	MTWTF--				3	\$750.00			
N 12	WKBT	09/17/24	09/23/24	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:		09/17/24	09/23/24	MTWTF--				5	\$850.00			
N 13	WKBT	09/17/24	09/23/24	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:		09/17/24	09/23/24	MTWTF--				2	\$600.00			
N 14	WKBT	09/17/24	09/23/24	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:		09/17/24	09/23/24	MTWTF--				3	\$600.00			
N 15	WKBT	09/17/24	09/23/24	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:		09/17/24	09/23/24	MTWTF--				5	\$600.00			
N 16	WKBT	09/17/24	09/23/24	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:		09/17/24	09/23/24	MTWTF--				5	\$2,000.00			
N 17	WKBT	09/17/24	09/23/24	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:		09/17/24	09/23/24	MTWTF--				5	\$2,500.00			
N 18	WKBT	09/21/24	09/21/24	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:		09/16/24	09/22/24	-----S-				1	\$1,500.00			
N 19	WKBT	09/22/24	09/22/24	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:		09/16/24	09/22/24	-----S				1	\$2,000.00			
N 20	WKBT	09/17/24	09/23/24	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:		09/17/24	09/23/24	MTWTF--				2	\$2,000.00			
N 21	WKBT	09/17/24	09/23/24	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:		09/17/24	09/23/24	MTWTF--				2	\$600.00			
N 22	WKBT	09/17/24	09/17/24	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:		09/16/24	09/22/24	-T-----				1	\$3,500.00			
N 23	WKBT	09/17/24	09/17/24	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:		09/16/24	09/22/24	-T-----				1	\$3,500.00			
N 24	WKBT	09/20/24	09/20/24	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:		09/16/24	09/22/24	----F--				1	\$2,500.00			
N 25	WKBT	09/20/24	09/20/24	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:		09/16/24	09/22/24	----F--				1	\$2,500.00			
N 26	WKBT	09/20/24	09/20/24	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:		09/16/24	09/22/24	----F--				1	\$3,500.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/16/24	09/22/24	----F--				1	\$3,500.00			
N 27	WKBT	09/21/24	09/21/24	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:		09/16/24	09/22/24	-----S-				1	\$3,500.00			
N 28	WKBT	09/22/24	09/22/24	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:		09/16/24	09/22/24	-----S				1	\$1,500.00			
N 29	WKBT	09/22/24	09/22/24	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:		09/16/24	09/22/24	-----S				1	\$5,000.00			
N 30	WKBT	09/22/24	09/22/24	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:		09/16/24	09/22/24	-----S				1	\$7,500.00			
<b>Totals</b>											<b>88</b>	<b>\$116,650.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/26/24 - 09/23/24	88	\$116,650.00	(\$17,497.50)	\$99,152.50
<b>Totals</b>	<b>88</b>	<b>\$116,650.00</b>	<b>(\$17,497.50)</b>	<b>\$99,152.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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