



Good Karma Brands Milwaukee
 720 E Capitol Dr
 Milwaukee, WI 53212
 (414) 332-9611

CONTRACT

<u>Contract / Revision</u> 493027 /		<u>Alt Order #</u>
<u>Advertiser</u> The Wisconsin Initiative		<u>Original Date / Revision</u> 10/11/21 / 10/11/21
<u>Contract Dates</u> 10/12/21 - 10/18/21	<u>Estimate #</u> 10460	
<u>Product</u> Oct 2021 Order		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTMJ-AM	<u>Account Executive</u> Christal Radio Philad	<u>Sales Office</u> Christal Radio-P
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Ref</u> 130274	<u>Advertiser Ref</u> 243841	<u>Product 1/2</u>

And:

The New Media Firm
 1322 G Street, SE
 Washington, DC 20003

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTMJ	10/12/21	10/18/21	M-F 6a-10a	M-F 6a-10a		1:00			NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/11/21	10/17/21	-2222--				8	\$400.00			
	Week:	10/18/21	10/24/21	2-----				2	\$400.00			
N 2	WTMJ	10/12/21	10/18/21	M-F 10a-3p	M-F 10a-3p		1:00			NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/11/21	10/17/21	-2222--				8	\$400.00			
	Week:	10/18/21	10/24/21	2-----				2	\$400.00			
N 3	WTMJ	10/12/21	10/18/21	M-F 3p-7p	M-F 3p-7p		1:00			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/11/21	10/17/21	-1-11--				3	\$400.00			
	Week:	10/18/21	10/24/21	1-----				1	\$400.00			
N 4	WTMJ	10/12/21	10/18/21	M-F 7p-12a	M-F 7p-12a		1:00			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/11/21	10/17/21	-1111--				4	\$150.00			
	Week:	10/18/21	10/24/21	1-----				1	\$150.00			
N 5	WTMJ	10/16/21	10/16/21	Sat 6a-7p	Sat 6a-7p		1:00			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/11/21	10/17/21	-----2-				2	\$250.00			
Totals											31	\$10,850.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/27/21 - 10/18/21	31	\$10,850.00	(\$1,627.50)	\$9,222.50
Totals	31	\$10,850.00	(\$1,627.50)	\$9,222.50

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. Two week advance cancellation notice is required unless otherwise specified.

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