

# CONTRACT



**WTMJ**  
**720 E. Capitol Drive**  
**Milwaukee, WI 53201**  
**(414) 332-9611**

<u>Contract / Revision</u> 1208403 /		<u>Alt Order #</u> WOC14314930
<u>Advertiser</u> <b>Opportunity Wisconsin</b>		<u>Original Date / Revision</u> 09/29/23 / 09/29/23
<u>Contract Dates</u> <b>10/02/23 - 11/19/23</b>	<u>Estimate #</u> <b>14183</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>WTMJ</b>	<u>Account Executive</u> Margie MacDonald	<u>Sales Office</u> EWS - Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> 9920316	<u>Advertiser Code</u> 1501	<u>Product 1/2</u> 1511
<u>Agency Ref</u> 121913	<u>Advertiser Ref</u> 267217	

And:

**Targeted Platform Media**  
**1291 Hollywood Ave**  
**Annapolis, MD 21403**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTMJ	10/02/23	11/17/23	6-7am Live at Daybreak	6-7am		:30			NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/02/23	10/08/23	MTWTF--				1	\$500.00			
	Week:	10/09/23	10/15/23	MTWTF--				1	\$500.00			
	Week:	10/16/23	10/22/23	MTWTF--				1	\$500.00			
	Week:	10/23/23	10/29/23	MTWTF--				1	\$500.00			
	Week:	10/30/23	11/05/23	MTWTF--				1	\$500.00			
	Week:	11/06/23	11/12/23	MTWTF--				1	\$500.00			
	Week:	11/13/23	11/19/23	MTWTF--				1	\$500.00			
N 2	WTMJ	10/02/23	11/17/23	12-1230p Live at Noon	12-1230pm		:30			NM	7	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/02/23	10/08/23	MTWTF--				1	\$450.00			
	Week:	10/09/23	10/15/23	MTWTF--				1	\$450.00			
	Week:	10/16/23	10/22/23	MTWTF--				1	\$450.00			
	Week:	10/23/23	10/29/23	MTWTF--				1	\$450.00			
	Week:	10/30/23	11/05/23	MTWTF--				1	\$450.00			
	Week:	11/06/23	11/12/23	MTWTF--				1	\$450.00			
	Week:	11/13/23	11/19/23	MTWTF--				1	\$450.00			
N 3	WTMJ	10/02/23	11/17/23	1230-1p Live at 1230p	1230-1pm		:30			NM	7	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/02/23	10/08/23	MTWTF--				1	\$450.00			
	Week:	10/09/23	10/15/23	MTWTF--				1	\$450.00			
	Week:	10/16/23	10/22/23	MTWTF--				1	\$450.00			
	Week:	10/23/23	10/29/23	MTWTF--				1	\$450.00			
	Week:	10/30/23	11/05/23	MTWTF--				1	\$450.00			
	Week:	11/06/23	11/12/23	MTWTF--				1	\$450.00			
	Week:	11/13/23	11/19/23	MTWTF--				1	\$450.00			
N 4	WTMJ	10/02/23	11/17/23	M-F 4-5pm News	4-5pm		:30			NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract Dates</u> <b>10/02/23 - 11/19/23</b>	<u>Product</u> Issue	<u>Estimate #</u> <b>14183</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 5	WTMJ	10/02/23	11/17/23	M-F 4-5pm News	4:00 PM-4:30 PM		:30			NM	7	\$3,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/23	10/08/23	MTWTF--				1	\$500.00			
Week:		10/09/23	10/15/23	MTWTF--				1	\$500.00			
Week:		10/16/23	10/22/23	MTWTF--				1	\$500.00			
Week:		10/23/23	10/29/23	MTWTF--				1	\$500.00			
Week:		10/30/23	11/05/23	MTWTF--				1	\$500.00			
Week:		11/06/23	11/12/23	MTWTF--				1	\$500.00			
Week:		11/13/23	11/19/23	MTWTF--				1	\$500.00			
N 6	WTMJ	10/02/23	11/17/23	M-F 4-5pm News	4:30 PM-5:00 PM		:30			NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/23	10/08/23	MTWTF--				1	\$550.00			
Week:		10/09/23	10/15/23	MTWTF--				1	\$550.00			
Week:		10/16/23	10/22/23	MTWTF--				1	\$550.00			
Week:		10/23/23	10/29/23	MTWTF--				1	\$550.00			
Week:		10/30/23	11/05/23	MTWTF--				1	\$550.00			
Week:		11/06/23	11/12/23	MTWTF--				1	\$550.00			
Week:		11/13/23	11/19/23	MTWTF--				1	\$550.00			
N 7	WTMJ	10/02/23	11/17/23	5-530pm Live at 5 News	5-530pm		:30			NM	15	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/23	10/08/23	MTWTF--				2	\$800.00			
Week:		10/09/23	10/15/23	MTWTF--				2	\$800.00			
Week:		10/16/23	10/22/23	MTWTF--				3	\$800.00			
Week:		10/23/23	10/29/23	MTWTF--				2	\$800.00			
Week:		10/30/23	11/05/23	MTWTF--				2	\$800.00			
Week:		11/06/23	11/12/23	MTWTF--				2	\$800.00			
Week:		11/13/23	11/19/23	MTWTF--				2	\$800.00			
N 8	WTMJ	10/02/23	11/17/23	6-630pm Live at 6pm News	6-630pm		:30			NM	16	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/23	10/08/23	MTWTF--				2	\$1,000.00			
Week:		10/09/23	10/15/23	MTWTF--				2	\$1,000.00			
Week:		10/16/23	10/22/23	MTWTF--				2	\$1,000.00			
Week:		10/23/23	10/29/23	MTWTF--				3	\$1,000.00			
Week:		10/30/23	11/05/23	MTWTF--				2	\$1,000.00			
Week:		11/06/23	11/12/23	MTWTF--				3	\$1,000.00			
Week:		11/13/23	11/19/23	MTWTF--				2	\$1,000.00			
N 9	WTMJ	10/02/23	11/17/23	M-F Live at 10pm News	10-1035pm		:30			NM	14	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/23	10/08/23	MTWTF--				2	\$1,000.00			

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1208403 /	WOC14314930

<u>Advertiser</u>	<u>Original Date / Revision</u>
Opportunity Wisconsin	09/29/23 / 09/29/23

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/02/23 - 11/19/23	Issue	14183

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/23	10/15/23	MTWTF--				2	\$1,000.00			
Week:		10/16/23	10/22/23	MTWTF--				2	\$1,000.00			
Week:		10/23/23	10/29/23	MTWTF--				2	\$1,000.00			
Week:		10/30/23	11/05/23	MTWTF--				2	\$1,000.00			
Week:		11/06/23	11/12/23	MTWTF--				2	\$1,000.00			
Week:		11/13/23	11/19/23	MTWTF--				2	\$1,000.00			
N 10	WTMJ	10/09/23	11/18/23	SA 5-530pm Live at 5	5-530pm		:30			NM	5	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/09/23	10/15/23	-----S-				1	\$525.00			
Week:		10/16/23	10/22/23	-----S-				1	\$525.00			
Week:		10/23/23	10/29/23	-----S-				1	\$525.00			
Week:		10/30/23	11/05/23	-----				0	\$0.00			
Week:		11/06/23	11/12/23	-----S-				1	\$525.00			
Week:		11/13/23	11/19/23	-----S-				1	\$525.00			
N 11	WTMJ	10/02/23	11/18/23	SA 6-630pm Live at 6	6-630pm		:30			NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/23	10/08/23	-----S-				1	\$550.00			
Week:		10/09/23	10/15/23	-----				0	\$0.00			
Week:		10/16/23	10/22/23	-----S-				1	\$550.00			
Week:		10/23/23	10/29/23	-----S-				1	\$550.00			
Week:		10/30/23	11/05/23	-----S-				1	\$550.00			
Week:		11/06/23	11/12/23	-----				0	\$0.00			
Week:		11/13/23	11/19/23	-----S-				1	\$550.00			
N 12	WTMJ	10/02/23	11/18/23	SA Live at 10pm News	10-1030pm		:30			NM	7	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/23	10/08/23	-----S-				1	\$1,000.00			
Week:		10/09/23	10/15/23	-----S-				1	\$1,000.00			
Week:		10/16/23	10/22/23	-----S-				1	\$1,000.00			
Week:		10/23/23	10/29/23	-----S-				1	\$1,000.00			
Week:		10/30/23	11/05/23	-----S-				1	\$1,000.00			
Week:		11/06/23	11/12/23	-----S-				1	\$1,000.00			
Week:		11/13/23	11/19/23	-----S-				1	\$1,000.00			
N 13	WTMJ	10/02/23	11/19/23	SU 5-530pm Live at 5	5-530pm		:30			NM	7	\$3,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/02/23	10/08/23	-----S				1	\$525.00			
Week:		10/09/23	10/15/23	-----S				1	\$525.00			
Week:		10/16/23	10/22/23	-----S				1	\$525.00			
Week:		10/23/23	10/29/23	-----S				1	\$525.00			
Week:		10/30/23	11/05/23	-----S				1	\$525.00			
Week:		11/06/23	11/12/23	-----S				1	\$525.00			
Week:		11/13/23	11/19/23	-----S				1	\$525.00			
<b>Totals</b>											111	\$79,400.00

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Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/25/23 - 10/29/23	64	\$45,725.00	(\$6,858.75)	\$38,866.25
10/30/23 - 11/19/23	47	\$33,675.00	(\$5,051.25)	\$28,623.75
<b>Totals</b>	<b>111</b>	<b>\$79,400.00</b>	<b>(\$11,910.00)</b>	<b>\$67,490.00</b>

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

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