

CONTRACT



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

<u>Contract / Revision</u> 1181856 /		<u>Alt Order #</u> WOC14215486
<u>Advertiser</u> Opportunity Wisconsin		<u>Original Date / Revision</u> 07/13/23 / 07/13/23
<u>Contract Dates</u> 07/17/23 - 08/27/23	<u>Estimate #</u> 14051	
<u>Product</u> Issue		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WTMJ	<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	07/17/23	08/25/23	6-7am Live at Daybreak	6-7am		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/17/23	07/23/23	MTWTF--				1	\$350.00			
	Week:	07/24/23	07/30/23	MTWTF--				1	\$350.00			
	Week:	07/31/23	08/06/23	MTWTF--				1	\$350.00			
	Week:	08/07/23	08/13/23	-----				0	\$0.00			
	Week:	08/14/23	08/20/23	MTWTF--				1	\$350.00			
	Week:	08/21/23	08/27/23	MTWTF--				1	\$350.00			
N 2	WTMJ	07/17/23	08/25/23	12-1pm News ROT	12-1pm		:30			NM	54	\$13,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/17/23	07/23/23	MTWTF--				9	\$250.00			
	Week:	07/24/23	07/30/23	MTWTF--				9	\$250.00			
	Week:	07/31/23	08/06/23	MTWTF--				9	\$250.00			
	Week:	08/07/23	08/13/23	MTWTF--				9	\$250.00			
	Week:	08/14/23	08/20/23	MTWTF--				9	\$250.00			
	Week:	08/21/23	08/27/23	MTWTF--				9	\$250.00			
N 3	WTMJ	07/17/23	08/25/23	M-F 4-5pm News	4:00 PM-4:30 PM		:30			NM	30	\$9,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/17/23	07/23/23	MTWTF--				5	\$325.00			
	Week:	07/24/23	07/30/23	MTWTF--				5	\$325.00			
	Week:	07/31/23	08/06/23	MTWTF--				5	\$325.00			
	Week:	08/07/23	08/13/23	MTWTF--				5	\$325.00			
	Week:	08/14/23	08/20/23	MTWTF--				5	\$325.00			
	Week:	08/21/23	08/27/23	MTWTF--				5	\$325.00			
N 4	WTMJ	07/17/23	08/25/23	M-F 4-5pm News	4-5pm		:30			NM	54	\$17,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	07/17/23	07/23/23	MTWTF--				9	\$325.00			
	Week:	07/24/23	07/30/23	MTWTF--				9	\$325.00			
	Week:	07/31/23	08/06/23	MTWTF--				9	\$325.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

We apply a 2.7% surcharge to all payments made using a credit card. Scripps does not receive any portion of this fee. We do not accept prepaid cards.

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.

Advertiser and Agency, jointly and severally, represent, warrant, and covenant that the advertising supplied to Station, including any music contained therein, is rights-cleared for exhibition, distribution, performance, and/or retransmission by broadcast television, including on a mobile DTV (ATSC M/H or successor standard) basis, and by any multichannel video programming distributor or any other video delivery system, including, but not limited to, streaming over the Internet or distribution on a TV-Everywhere-type and/or OTT basis, whether on a linear, video-on-demand, start-over, or look-back basis.

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<u>Contract Dates</u> 07/17/23 - 08/27/23	<u>Product</u> Issue	<u>Estimate #</u> 14051
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*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:		08/07/23	08/13/23	MTWTF--				9	\$325.00			
Week:		08/14/23	08/20/23	MTWTF--				9	\$325.00			
Week:		08/21/23	08/27/23	MTWTF--				9	\$325.00			
N 5	WTMJ	07/17/23	08/25/23	M-F 4-5pm News	4:30 PM-5:00 PM		:30			NM	30	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/17/23	07/23/23	MTWTF--				5	\$350.00			
Week:		07/24/23	07/30/23	MTWTF--				5	\$350.00			
Week:		07/31/23	08/06/23	MTWTF--				5	\$350.00			
Week:		08/07/23	08/13/23	MTWTF--				5	\$350.00			
Week:		08/14/23	08/20/23	MTWTF--				5	\$350.00			
Week:		08/21/23	08/27/23	MTWTF--				5	\$350.00			
N 6	WTMJ	07/17/23	08/25/23	5-530pm Live at 5 News	5-530pm		:30			NM	30	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/17/23	07/23/23	MTWTF--				5	\$500.00			
Week:		07/24/23	07/30/23	MTWTF--				5	\$500.00			
Week:		07/31/23	08/06/23	MTWTF--				5	\$500.00			
Week:		08/07/23	08/13/23	MTWTF--				5	\$500.00			
Week:		08/14/23	08/20/23	MTWTF--				5	\$500.00			
Week:		08/21/23	08/27/23	MTWTF--				5	\$500.00			
N 7	WTMJ	07/17/23	08/25/23	6-630pm Live at 6pm News	6-630pm		:30			NM	30	\$16,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/17/23	07/23/23	MTWTF--				5	\$550.00			
Week:		07/24/23	07/30/23	MTWTF--				5	\$550.00			
Week:		07/31/23	08/06/23	MTWTF--				5	\$550.00			
Week:		08/07/23	08/13/23	MTWTF--				5	\$550.00			
Week:		08/14/23	08/20/23	MTWTF--				5	\$550.00			
Week:		08/21/23	08/27/23	MTWTF--				5	\$550.00			
N 8	WTMJ	07/17/23	08/25/23	M-F Live at 10pm News	10-1035pm		:30			NM	24	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/17/23	07/23/23	MTWTF--				4	\$750.00			
Week:		07/24/23	07/30/23	MTWTF--				4	\$750.00			
Week:		07/31/23	08/06/23	MTWTF--				4	\$750.00			
Week:		08/07/23	08/13/23	MTWTF--				4	\$750.00			
Week:		08/14/23	08/20/23	MTWTF--				4	\$750.00			
Week:		08/21/23	08/27/23	MTWTF--				4	\$750.00			
Totals											257	\$102,550.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/26/23 - 07/30/23	86	\$34,300.00	(\$5,145.00)	\$29,155.00
07/31/23 - 08/25/23	171	\$68,250.00	(\$10,237.50)	\$58,012.50
Totals	257	\$102,550.00	(\$15,382.50)	\$87,167.50

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Signature: _____ **Date:** _____

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