

## CONTRACT



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

And:

**Shorr & Associates**  
**1831 Chestnut Street**  
**Suite 602**  
**Philadelphia, PA 19103**

<u>Contract / Revision</u> 585404 /		<u>Alt Order #</u> 09850125
<u>Product</u> BALDWIN FOR SENATE		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> ADD
<u>Advertiser</u> Baldwin/D/Senate		<u>Original Date / Revision</u> 10/22/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	10/24/12	10/29/12	M-F 9a-10a	9a-10a		: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:		10/23/12	10/29/12	M-WTF--				5	\$550.00			
N 2	6	10/24/12	10/29/12	M-F 1105p-1135p	1105p-1135p		: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:		10/23/12	10/29/12	M-WTF--				5	\$350.00			
N 3	6	10/24/12	10/29/12	M-F 930-10p	930p-10p		:30			NM	5	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	M-WTF--				5	\$1,900.00			
N 4	6	10/24/12	10/29/12	M-F 9-930p	9p-930p		:30			NM	9	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	M-WTF--				5	\$2,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	10/23/12-10/29/12	M-F 9-930p	9p-930p	M--WThF----	:30		\$2,000.00	NM		
			See MG 4.8,4.9,4.10,4.11									
	4	6	10/23/12-10/29/12	M-F 9-930p	9p-930p	M--WThF----	:30		\$2,000.00	NM		
			See MG 4.8,4.9,4.10,4.11									
	6	6	10/25/12-10/25/12	WITI MLB Rainout 9p News	9p-cc	-----Th-----	:30		\$0.00	NM		
	Ⓟ Bonus											
	7	6	10/25/12-10/25/12	FOX MLB Rainout prime	630p-9p	-----Th-----	:30		\$0.00	NM		
	Ⓟ Bonus											
	8	6	10/26/12-10/26/12	M-F 11a-1130a FOX 6 News	11a-1130a	-----F-----	:30		\$1,000.00	NM		
	Ⓜ MG for 4.4,4.1											
	9	6	10/26/12-10/26/12	M-F 1130a-12p FOX 6 News	1130a-12p	-----F-----	:30		\$1,000.00	NM		
	Ⓜ MG for 4.4,4.1											
	10	6	10/28/12-10/28/12	Su 7a-8a	7a-8a	-----Su-----	:30		\$1,000.00	NM		
	Ⓜ MG for 4.4,4.1											
	11	6	10/28/12-10/28/12	Su 8a-9a	8a-9a	-----Su-----	:30		\$1,000.00	NM		
	Ⓜ MG for 4.4,4.1											
<b>Totals</b>											<b>24</b>	<b>\$24,000.00</b>

(\* 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. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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585404 /	09850125

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	BALDWIN FOR SENATE	ADD

<u>Advertiser</u>	<u>Original Date / Revision</u>
Baldwin/D/Senate	10/22/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Totals Amount
<hr/>												
Time Period		# of Spots		Gross Amount		Net Amount						
10/01/12 -10/28/12		20		\$19,300.00		\$16,405.00						
10/29/12 -10/29/12		4		\$4,700.00		\$3,995.00						
<b>Totals</b>		<b>24</b>		<b>\$24,000.00</b>		<b>\$20,400.00</b>						

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

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# **AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of the Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

**Station and Location:**

WITI-TV

**Date:**

10/24/12

I, Shorr Johnson Magnus  
being/on behalf of: Tammy Baldwin, a legally  
qualified candidate of the Democratic political  
party for the office of: US Senate  
in the General  
election to be held on: Nov 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
10/23/12 - 10/29/12					

**Total Charges:**

\$64,009.25

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Tammy Baldwin for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

David Newby, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

9/25/12      [Signature]  
Date      Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature      Printed Name      Title