

CONTRACT



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

Contract / Revision 586779 /		Alt Order # 09852803
Product THOMPSON FOR SENATE		
Contract Dates 10/28/12 - 11/06/12		Estimate # 3110
Advertiser Thompson/R/Senate		Original Date / Revision 10/26/12 / 10/31/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WITI	Account Executive Trevor Heaton	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref	Advertiser Ref	

And:

Strategic Media Placement
 7669 Stagers Loop
 Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 1	6	10/29/12	11/02/12	M-F 6a-7a	6a-7a		:30			NM	4	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$1,050.00			
	<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>		
	2	6	10/29/12-11/04/12	M-F 6a-7a	6a-7a	MTuWThF----	:30		\$1,050.00	NM		
	See MG 8.5,8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16											
N 2	6	11/05/12	11/05/12	M-F 6a-7a	6a-7a		:30			NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,050.00			
N 3	6	11/05/12	11/05/12	M-F 7a-8a	7a-8a		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,100.00			
N 4	6	10/29/12	11/02/12	M-F 7a-8a	7a-8a		:30			NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$1,100.00			
	<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	10/29/12-11/04/12	M-F 7a-8a	7a-8a	MTuWThF----	:30		\$1,100.00	NM		
	See MG 8.5,8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16											
	3	6	10/29/12-11/04/12	M-F 7a-8a	7a-8a	MTuWThF----	:30		\$1,100.00	NM		
	See MG 8.5,8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16											
N 5	6	10/29/12	11/02/12	M-F 530p-6p	530p-6p		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				4	\$800.00			
	<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	10/29/12-11/04/12	M-F 530p-6p	530p-6p	MTuWThF----	:30		\$800.00	NM		
	See MG 8.5,8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16											
	2	6	10/29/12-11/04/12	M-F 530p-6p	530p-6p	MTuWThF----	:30		\$800.00	NM		
	See MG 8.5,8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16											
N 6	6	11/05/12	11/05/12	M-F 530p-6p	530p-6p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$800.00			
N 7	6	11/05/12	11/05/12	M-F 6p-630p	6p-630p		:30			NM	1	\$865.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$865.00			

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

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<u>Contract / Revision</u> 586779 /		<u>Alt Order #</u> 09852803
<u>Contract Dates</u> 10/28/12 - 11/06/12	<u>Product</u> THOMPSON FOR SENATE	<u>Estimate #</u> 3110
<u>Advertiser</u> Thompson/R/Senate		<u>Original Date / Revision</u> 10/26/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 8	6	10/29/12	11/02/12	M-F 6p-630p	6p-630p		:30			NM	14	\$12,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				4	\$865.00			
	<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>		
	3	6	10/29/12-11/04/12	M-F 6p-630p	6p-630p	MTuWThF----	:30		\$865.00	NM		
			See MG 8.5,8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16									
	4	6	10/29/12-11/04/12	M-F 6p-630p	6p-630p	MTuWThF----	:30		\$865.00	NM		
			See MG 8.5,8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16									
	5	6	11/01/12-11/02/12	M-F 430-5a	430-5a	----ThF----	:30		\$200.00	NM		
	Ⓜ		MG for 9.5,12.2,9.3,8.4,4.1,1.2,5.1,13.1,5.2,4.3,8.3									
	6	6	11/01/12-11/02/12	M-F 430-5a	430-5a	----ThF----	:30		\$200.00	NM		
	Ⓜ		MG for 9.5,12.2,9.3,8.4,4.1,1.2,5.1,13.1,5.2,4.3,8.3									
	7	6	11/01/12-11/02/12	M-F 9a-10a	9a-10a	----ThF----	:30		\$1,400.00	NM		
	Ⓜ		MG for 9.5,12.2,9.3,8.4,4.1,1.2,5.1,13.1,5.2,4.3,8.3									
	8	6	11/01/12-11/02/12	M-F 11a-1130a FOX 6 News	11a-1130a	----ThF----	:30		\$1,000.00	NM		
	Ⓜ		MG for 9.5,12.2,9.3,8.4,4.1,1.2,5.1,13.1,5.2,4.3,8.3									
	9	6	11/01/12-11/02/12	M-F 105a-135a	105a-135a	----ThF----	:30		\$165.00	NM		
	Ⓜ		MG for 9.5,12.2,9.3,8.4,4.1,1.2,5.1,13.1,5.2,4.3,8.3									
	10	6	11/03/12-11/03/12	Sa 630-7a	630-7a	-----Sa--	:30		\$395.00	NM		
	Ⓜ		MG for 9.5,12.2,9.3,8.4,4.1,1.2,5.1,13.1,5.2,4.3,8.3									
	11	6	11/03/12-11/03/12	Sa 7a-8a	7a-8a	-----Sa--	:30		\$520.00	NM		
	Ⓜ		MG for 9.5,12.2,9.3,8.4,4.1,1.2,5.1,13.1,5.2,4.3,8.3									
	12	6	11/03/12-11/03/12	Sa 930p-10p	930p-10p	-----Sa--	:30		\$1,700.00	NM		
	Ⓜ		MG for 9.5,12.2,9.3,8.4,4.1,1.2,5.1,13.1,5.2,4.3,8.3									
	13	6	11/03/12-11/03/12	Sa 10p-1035p	10p-1035p	-----Sa--	:30		\$1,700.00	NM		
	Ⓜ		MG for 9.5,12.2,9.3,8.4,4.1,1.2,5.1,13.1,5.2,4.3,8.3									
	14	6	11/04/12-11/04/12	Su 7a-8a	7a-8a	-----Su	:30		\$565.00	NM		
	Ⓜ		MG for 9.5,12.2,9.3,8.4,4.1,1.2,5.1,13.1,5.2,4.3,8.3									
	15	6	11/04/12-11/04/12	Su 530p-6p News	530-6p	-----Su	:30		\$765.00	NM		
	Ⓜ		MG for 9.5,12.2,9.3,8.4,4.1,1.2,5.1,13.1,5.2,4.3,8.3									
	16	6	11/04/12-11/04/12	Su 10p-1035p	10p-1035p	-----Su	:30		\$2,585.00	NM		
	Ⓜ		MG for 9.5,12.2,9.3,8.4,4.1,1.2,5.1,13.1,5.2,4.3,8.3									
N 9	6	10/29/12	11/02/12	M-F 9-930p	9p-930p		:30			NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				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>		
	3	6	10/29/12-11/04/12	M-F 9-930p	9p-930p	MTuWThF----	:30		\$2,000.00	NM		
			See MG 8.5,8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16									
	5	6	10/29/12-11/04/12	M-F 9-930p	9p-930p	MTuWThF----	:30		\$2,000.00	NM		
			See MG 8.5,8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16									
N 10	6	11/05/12	11/05/12	M-F 9-930p	9p-930p		: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:		11/05/12	11/11/12	M-----				1	\$2,000.00			
N 11	6	11/04/12	11/04/12	Su 930p-10p	930p-10p		: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:		10/29/12	11/04/12	-----S				1	\$1,500.00			
N 12	6	10/28/12	11/04/12	FOX News Sunday	9a-10a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$300.00			
Week:		10/29/12	11/04/12	-----S				1	\$300.00			
	<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>		
	2	6	10/29/12-11/04/12	FOX News Sunday	9a-10a	-----Su	:30		\$300.00	NM		
			See MG 8.5,8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16									

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<u>Advertiser</u> Thompson/R/Senate		<u>Original Date / Revision</u> 10/26/12 / 10/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 13	6	11/03/12	11/03/12	Sa 8a-9a	8a-9a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$315.00			
	<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	10/29/12-11/04/12	Sa 8a-9a	8a-9a	-----Sa--	:30		\$315.00	NM		
	See MG 8.5,8.6,8.7,8.8,8.9,8.10,8.11,8.12,8.13,8.14,8.15,8.16											
N 14	6	11/04/12	11/04/12	Su 7a-8a	7a-8a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$550.00			
N 15	6	11/01/12	11/01/12	M-F 105a-135a	105a-135a		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$165.00			
Totals											35	\$36,355.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	1	\$300.00	\$255.00
10/29/12 -11/05/12	34	\$36,055.00	\$30,646.75
Totals	35	\$36,355.00	\$30,901.75

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:	Date:
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I, KEGAN BERAN

being/on behalf of: TOMMY THOMPSON, a legally

qualified candidate of the REPUBLICAN political

party for the office of: US SENATE

in the GENERAL

election to be held on: NOVEMBER 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

Total Charges:

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

[Empty box for listing matters of national importance]

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

TOMMY THOMPSON FOR SENATE INC PO BOX 2539 MADISON, WI 53701

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:

DIANE HENDRICKS

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

9/11/12

Date



Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, STRATEGIC MEDIA PLACEMENT

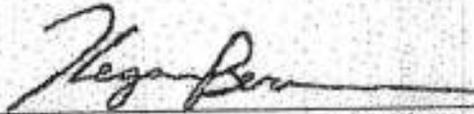
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

KEGAN BERAN

printed name

9/11/12

date

AGREED UPON SCHEDULE

**(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.