



WKOW
5727 Tokay Blvd.
Madison, WI 53719-1219

Grassroots Media --EDI
146 MONTGOMERY AVE STE 201
BALA CYNWYD, PA 19004-2956

Contract # 64265

Schedule Dates 05/14/24-05/20/24
Advertiser Tammy Baldwin for Senate (10192)
Agency Grassroots Media --EDI (1092)
Product Political - Candidates (1151)
Brand F-US Senate (5296)
Salesperson Katz Washington DC, Katz Washington DC (1035)
Sales Office Katz Washington DC
Buyer Name Mike,D'Ettorre,
Phone/Fax /
CPE 91/94/1542
Account Types National/Political Candidate - Agency
Billing Type Standard
Comments Political Separation: 30;PopulationBuyType: CPP

Date Entered 05/13/24
Last Modified 05/13/24
Entered By Marie Scott
CO-OP No
External # ECR28400119
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,815.00
Net Total \$10,285.00
Sales Tax

Madison ABC (WKOW)

By Broadcast Month	Spots	Rate
May. 2024	30	\$12,100.00
Grand Total:	30	\$12,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	05/14/24-05/20/24	1	:30	7A- GOOD MORNING AMERICA		1	1	1	1	1			5	\$600.00	\$3,000.00	Madison ABC (WKOW)	Good Morning America	5/13/24
2.0	Normal Line / SPOT	05/14/24-05/20/24	1	:30	9:58:26A- THE VIEW		1	1	1	1	1			5	\$180.00	\$900.00	Madison ABC (WKOW)	The View	5/13/24
3.0	Normal Line / SPOT	05/14/24-05/20/24	1	:30	9A- Live with Kelly & Mark		1	1	1	1	1			5	\$180.00	\$900.00	Madison ABC (WKOW)	Live! with Kelly	5/13/24
4.0	Normal Line / SPOT	05/14/24-05/20/24	1	:30	11A- 27 News @ 11am		1	1	1	1	1			5	\$160.00	\$800.00	Madison ABC (WKOW)	27 News @ 11a	5/13/24
5.0	Normal Line / SPOT	05/14/24-05/20/24	1	:30	4:58:30P- 27 News @ 5		1	1	1	1	1			5	\$600.00	\$3,000.00	Madison ABC (WKOW)	27 News @ 5	5/13/24
6.0	Normal Line / SPOT	05/14/24-05/20/24	1	:30	9:59:46P- 27 News @ 10		1	1	1	1	1			5	\$700.00	\$3,500.00	Madison ABC (WKOW)	27 News @ 10P	5/13/24

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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