

# CONTRACT



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

And:

**Adelstein & Associates**  
**Attention: Candy Kyle**  
**222 West Ontario Street**  
**Chicago, IL 60610**

<b>Contract / Revision</b> 569041 /		<b>Alt Order #</b> 09794818
<b>Product</b> ROB ZERBAN/ CONGRESS		
<b>Contract Dates</b> 10/22/12 - 11/11/12		<b>Estimate #</b> 3185
<b>Advertiser</b> Zerban/ D /Congress		<b>Original Date / Revision</b> 08/16/12 / 08/16/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WITI	<b>Account Executive</b> Ryan Anzalone	<b>Sales Office</b> Chicago-Millenn
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	10/22/12	11/02/12	M-F 6a-7a	6a-7a		:30			NM	2	\$2,000.00
		<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	MTWTF--				1	\$1,000.00			
		Week: 10/29/12	11/04/12	MTWTF--				1	\$1,000.00			
N 2	6	11/05/12	11/09/12	M-F 6a-7a	6a-7a		: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	MTWTF--				1	\$2,000.00			
N 3	6	10/22/12	11/02/12	M-F 7a-8a	7a-8a		:30			NM	4	\$4,100.00
		<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	MTWTF--				2	\$1,025.00			
		Week: 10/29/12	11/04/12	MTWTF--				2	\$1,025.00			
N 4	6	11/05/12	11/09/12	M-F 7a-8a	7a-8a		: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	MTWTF--				1	\$2,000.00			
<b>Totals</b>											<b>8</b>	<b>\$10,100.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	3	\$3,050.00	\$2,592.50
10/29/12 - 11/09/12	5	\$7,050.00	\$5,992.50
<b>Totals</b>	<b>8</b>	<b>\$10,100.00</b>	<b>\$8,585.00</b>

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

(\* 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.

NAB Form PB-17 Candidates

## 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:**

I, Dennis Haggerty,  
 being/on behalf of: Rob Zerban, a legally  
 qualified candidate of the Democratic political  
 party for the office of: WI-1  
 in the state of Wisconsin  
 election to be held on: 11/6/2012  
 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:**

## NAB Form PB-17 Candidates

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

*Zerban for Congress*

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

*Adelstein / Lison*

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:

*Jeri for Jeri Jacobson*

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**

*8/16/12*

Date

*[Signature]*

Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title