

CONTRACT



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

And:

Adelstein & Associates
222 West Ontario Street
Chicago, IL 60610

<u>Contract / Revision</u> 583561 /		<u>Alt Order #</u> 09845169
<u>Product</u> ROB ZERBAN CONGRESS		
<u>Contract Dates</u> 10/15/12 - 10/28/12		<u>Estimate #</u> 3363
<u>Advertiser</u> Zerban/ D /Congress		<u>Original Date / Revision</u> 10/16/12 / 10/16/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Ryan Anzalone	<u>Sales Office</u> Chicago-Millenn
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 27.90
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

												Totals	
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	6	10/17/12	10/19/12	M-F 6p-630p	6p-630p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--	1			\$865.00	3.40				
		<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>Rtg</u>	<u>Type</u>		
		1	6	10/15/12-10/21/12	M-F 6p-630p	6p-630p	---WThF----	:30	\$865.00	3.40	NM		
See MG 3.2,3.3,3.4,3.5													
N 2	6	10/22/12	10/22/12	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>	<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----	1			\$865.00	3.40				
N 3	6	10/17/12	10/19/12	M-F 9-930p	9p-930p		:30				NM	4	\$2,865.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--	1			\$2,000.00	5.00				
		<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>Rtg</u>	<u>Type</u>		
		1	6	10/15/12-10/21/12	M-F 9-930p	9p-930p	---WThF----	:30	\$2,000.00	5.00	NM		
See MG 3.2,3.3,3.4,3.5													
		2	6	10/17/12-10/17/12	MLB Championship Series	Various	---W-----	:30	\$1,000.00	3.00	NM		
Ⓜ MG for 1.1,3.1													
		3	6	10/17/12-10/17/12	M-F 1035p-1105p	1035p-1105p New	---W-----	:30	\$1,200.00	3.40	NM		
Ⓜ MG for 1.1,3.1													
		4	6	10/17/12-10/17/12	M-F 430-5a	430-5a	---W-----	:30	\$100.00	1.00	NM		
Ⓜ MG for 1.1,3.1													
		5	6	10/21/12-10/21/12	Su 8a-9a	8a-9a	-----Su	:30	\$565.00	1.00	NM		
Ⓜ MG for 1.1,3.1													
N 4	6	10/22/12	10/22/12	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>	<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----	1			\$2,000.00	5.00				
N 5	6	10/17/12	10/19/12	M-F 10p-1035p	10p-1035p		:30				NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/15/12	10/21/12	--WTF--	2			\$1,700.00	3.70				
N 6	6	10/22/12	10/22/12	M-F 10p-1035p	10p-1035p		:30				NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----	1			\$1,700.00	3.70				
Totals										27.90		9	\$10,830.00

(* 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.



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

Contract / Revision	Alt Order #
583561 /	09845169

Contract Dates	Product	Estimate #
10/15/12 - 10/28/12	ROB ZERBAN CONGRE	3363

Advertiser	Original Date / Revision
Zerban/ D /Congress	10/16/12 / 10/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
-------	----	------------	----------	-------------	----------------	------	--------	------------	------	-----	------	-------	--------

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	9	\$10,830.00	\$9,205.50
Totals	9	\$10,830.00	\$9,205.50

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 Zerkow , a legallyqualified candidate of the Senate politicalparty 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:

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

Federal for Congress
 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 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

10/5/12 [Signature]
 Date Signature

To Be Signed By Station Representative

☐ Accepted ☐ Accepted in Part ☐ Rejected

 Signature Printed Name Title