

CONTRACT



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

And:

Eichenbaum & Associates
Attention: Trish Martinez
219 North Milwaukee Street
Milwaukee, WI 53202

<u>Contract / Revision</u> 632858 /		<u>Alt Order #</u>
<u>Product</u> ROGGENSACK FOR SC MILW4		
<u>Contract Dates</u> 03/31/13 - 04/02/13		<u>Estimate #</u>
<u>Advertiser</u> Roggensack/R/Supreme Court		<u>Original Date / Revision</u> 03/29/13 / 03/29/13
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Local WITI House	<u>Sales Office</u> Milwaukee
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<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	04/01/13	04/02/13	M-F 5a-6a	5a-6a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/01/13	04/07/13	MT-----				2	\$175.00			
N 2	6	04/01/13	04/02/13	M-F 11a-12p FOX 6 News	11a-12p		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/01/13	04/07/13	MT-----				2	\$200.00			
N 3	6	03/31/13	03/31/13	Su 10p-1035p	10p-1035p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/13	03/31/13	-----S				1	\$800.00			
N 4	6	03/31/13	03/31/13	Su 9p-10p	9p-10p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/13	03/31/13	-----S				1	\$800.00			
N 5	6	03/31/13	03/31/13	Su 7a-8a	7a-8a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/13	03/31/13	-----S				1	\$200.00			
N 6	6	03/31/13	03/31/13	Su 5p News	5-6p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/13	03/31/13	-----S				1	\$300.00			
N 7	6	04/01/13	04/01/13	M-F 430-5a	430-5a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/01/13	04/07/13	M-----				1	\$100.00			
Totals											9	\$2,950.00

Time Period	# of Spots	Gross Amount	Net Amount
02/25/13 - 03/31/13	4	\$2,100.00	\$1,785.00
04/01/13 - 04/02/13	5	\$850.00	\$722.50
Totals	9	\$2,950.00	\$2,507.50

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.

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: Milwaukee, WI

Date:

3/28/13

I, Trish Martinez,being/on behalf of: Pat Roggensack, a legallyqualified candidate of the n/a politicalparty for the office of: Wisconsin Supreme Courtin the Generalelection to be held on: 04/02/2013

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	Please see the attached order.				

Total Charges: \$2507.50

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:

EICHENBAUM ASSOCIATES (on BEHALF OF Pat Rostgensack For Supreme Court Justice)
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:

BRIAN DONLEY

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

2/5/13
Date

[Signature]
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, PAT ROGERSACK For Supreme Court Justice
(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

BRANDON SCHULTZ
printed name

2/5/13
date