Contract Agreement Between:

CONTRACT

WEAU
1907 S. Hastings Way
Eau Claire, WI 54701
(715) 835-1313

And:

Edge Messaging LLC
120 Bishops Way
Ste 164
Brookfield, WI 53005

Contract / Revision	Alt Order #
931651 /	

Product
10/23-11/5/2018

Contract Dates	Estimate #
10/23/18 - 11/05/18	

Advertiser	Original Date / Revision
Brad Schimel	10/02/18 / 10/24/18

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Property	**Account Executive**	**Sales Office**
WEAU	Jami Clish	Eau Claire Regi

Special Handling

Demographic
Households

Agy Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref
142254	52216

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WEAU	10/23/18	10/28/18	Hello Wisconsin @ 5a	5a-530a		:30				NM	1	$70.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	-TWTF--	1	$70.00								
N 2	WEAU	10/29/18	11/04/18	Hello Wisconsin @ 5a	5a-530a		:30				NM	1	$140.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/29/18	11/04/18	MTWTF--	1	$140.00								
N 3	WEAU	10/23/18	10/28/18	Hello Wisconsin @ 530a	530a-6a		:30				NM	1	$100.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	-TWTF--	1	$100.00								
N 4	WEAU	10/29/18	11/04/18	Hello Wisconsin @ 530a	530a-6a		:30				NM	2	$400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/29/18	11/04/18	MTWTF--	2	$200.00								
N 5	WEAU	10/23/18	10/28/18	Hello Wisconsin @ 6a	6a-7a		:30				NM	1	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	-TWTF--	1	$250.00								
N 6	WEAU	10/29/18	11/04/18	Hello Wisconsin @ 6a	6a-7a		:30				NM	2	$1,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/29/18	11/04/18	MTWTF--	2	$500.00								
N 7	WEAU	10/23/18	10/28/18	Megyn Kelly Today	Megyn Kelly Today		:30				NM	1	$90.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	-TWTF--	1	$90.00								
N 8	WEAU	10/29/18	11/04/18	Megyn Kelly Today	Megyn Kelly Today		:30				NM	1	$180.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/29/18	11/04/18	MTWTF--	1	$180.00								
N 9	WEAU	10/23/18	10/28/18	Today w/ KathieLee & Hoda	Today w/ KathieLe		:30				NM	1	$40.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	-TWTF--	1	$40.00								
N 10	WEAU	10/29/18	11/04/18	Today w/ KathieLee & Hoda	Today w/ KathieLe		:30				NM	1	$80.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/29/18	11/04/18	MTWTF--	1	$80.00								
N 11	WEAU	10/23/18	11/05/18	Daytime Rotator M-F	11:00 AM-12:00 PM		:30				NM	5	$200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	-TWTF--	2	$40.00								
Week:	10/29/18	11/04/18	MTWTF--	2	$40.00								
Week:	11/05/18	11/11/18	M------	1	$40.00								

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

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(715) 835-1313

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931651 /	

Contract Dates	Product	Estimate #
10/23/18 - 11/05/18	10/23-11/5/2018	

Advertiser	Original Date / Revision
Brad Schimel	10/02/18 / 10/24/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate							
N 12	WEAU	10/23/18	10/28/18	WEAU 13 News @ Noon	1158a-1230p		:30				NM	1	$130.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		10/22/18	10/28/18	-TWTF--	1	$130.00							
N 13	WEAU	10/29/18	11/04/18	WEAU 13 News @ Noon	1158a-1230p		:30				NM	1	$260.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		10/29/18	11/04/18	MTWTF--	1	$260.00							
N 14	WEAU	10/23/18	10/28/18	Days of Our Lives	1230p-130p		:30				NM	4	$130.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		10/22/18	10/28/18	-TWTF--	1	$130.00							
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate		Type		
1	WEAU	10/22/18-10/28/18		*Days of Our Lives*	*1230p-130p*	-TuWThF----	*:30*		*~~$130.00~~*		*NM*		
	See MG 14.2,14.3,14.4,14.5												
2	WEAU	10/23/18-10/28/18		M-F 3p-4p	3:30 PM-4:00 PM	-TuWThF----	:30		$40.00		NM		
Ⓜ	MG for 14.1 10/25												
3	WEAU	10/23/18-10/28/18		M-F 3p-4p	3:30 PM-4:00 PM	-TuWThF----	:30		$40.00		NM		
Ⓜ	MG for 14.1 10/25												
4	WEAU	10/22/18-10/28/18		M-F 2p-3p	2p-3p	-TuWThF----	:30		$40.00		NM		
Ⓜ	MG for 14.1 10/25												
5	WEAU	10/22/18-10/28/18		Hello Wisconsin @ 430a	430a-5a	-TuWThF----	:30		$10.00		NM		
Ⓜ	MG for 14.1 10/25												
N 15	WEAU	10/23/18	10/28/18	M-F 130p-2p	130p-2p		:30				NM	2	$80.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		10/22/18	10/28/18	-TWTF--	2	$40.00							
N 16	WEAU	10/29/18	11/05/18	M-F 130p-2p	130p-2p		:30				NM	2	$160.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		10/29/18	11/04/18	MTWTF--	1	$80.00							
Week:		11/05/18	11/11/18	M------	1	$80.00							
N 17	WEAU	10/23/18	10/28/18	M-F 2p-3p	2p-3p		:30				NM	2	$80.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		10/22/18	10/28/18	-TWTF--	2	$40.00							
N 18	WEAU	10/29/18	11/05/18	M-F 2p-3p	2p-3p		:30				NM	2	$160.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		10/29/18	11/04/18	MTWTF--	1	$80.00							
Week:		11/05/18	11/11/18	M------	1	$80.00							
N 19	WEAU	10/23/18	11/05/18	M-F 3p-4p	3:30 PM-4:00 PM		:30				NM	3	$120.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		10/22/18	10/28/18	-TWTF--	2	$40.00							
Week:		10/29/18	11/04/18	MTWTF--	1	$40.00							
Week:		11/05/18	11/11/18	-------	0	$0.00							
N 20	WEAU	10/23/18	10/28/18	WEAU 13 News @ 4p	4p-430p		:30				NM	2	$220.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		10/22/18	10/28/18	-TWTF--	2	$110.00							
N 21	WEAU	10/29/18	11/04/18	WEAU 13 News @ 4p	4p-430p		:30				NM	1	$220.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		10/29/18	11/04/18	MTWTF--	1	$220.00							
N 22	WEAU	10/23/18	10/28/18	WEAU 13 News @ 5p	5p-530p		:30				NM	1	$370.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		10/22/18	10/28/18	-TWTF--	1	$370.00							
N 23	WEAU	10/29/18	11/04/18	WEAU 13 News @ 5p	5p-530p		:30				NM	1	$740.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		10/29/18	11/04/18	MTWTF--	1	$740.00							
N 24	WEAU	10/25/18	11/05/18	Daytime Rotator M-F	11:00 AM-12:00 PM		:30				NM	1	$75.00

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	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	---TF--	1	$75.00								
Week:	10/29/18	11/04/18	-------	0	$0.00								
Week:	11/05/18	11/11/18	-------	0	$0.00								
N 25	WEAU	10/27/18	10/27/18	MLS Soccer	11:30 AM-1:30 PM		:30				NM	1	$30.88
	Start Date	End Date	Weekdays	Spots/Week	Rate								
Week:	10/22/18	10/28/18	-----S-	1	$30.88								
						Totals		0.00				41	$5,325.88

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 -10/28/18	23	$1,825.88	($273.88)	$1,552.00
10/29/18 -11/05/18	18	$3,500.00	($525.00)	$2,975.00
Totals	41	$5,325.88	($798.88)	$4,527.00

Signature: _____ **Date:** _____

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