



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

CONTRACT

And:

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

<u>Contract / Revision</u> 907537 /		<u>Alt Order #</u>
<u>Product</u> 9/7-9/30/18		
<u>Contract Dates</u> 09/07/18 - 09/30/18	<u>Estimate #</u>	
<u>Advertiser</u> Brad Schimel		<u>Original Date / Revision</u> 09/06/18 / 09/25/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WEAU	<u>Account Executive</u> Jami Clish	<u>Sales Office</u> Eau Claire Regi
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 142254	<u>Advertiser Ref</u> 52216	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WEAU	09/07/18	09/30/18	Megyn Kelly Today	Megyn Kelly Today		:30				NM	12	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/03/18	09/09/18	----F--				1	\$45.00				
	Week:	09/10/18	09/16/18	MTWTF--				3	\$45.00				
	Week:	09/17/18	09/23/18	MTWTF--				5	\$45.00				
	Week:	09/24/18	09/30/18	MTWTF--				3	\$45.00				
N 2	WEAU	09/07/18	09/30/18	Today w/ KathieLee & Hoda	Today w/ KathieLee		:30				NM	16	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/03/18	09/09/18	----F--				1	\$20.00				
	Week:	09/10/18	09/16/18	MTWTF--				5	\$20.00				
	Week:	09/17/18	09/23/18	MTWTF--				5	\$20.00				
	Week:	09/24/18	09/30/18	MTWTF--				5	\$20.00				
N 3	WEAU	09/07/18	09/30/18	Daytime Rotator M-F	11:00 AM-12:00 PM		:30				NM	15	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/03/18	09/09/18	----F--				1	\$30.00				
	Week:	09/10/18	09/16/18	MTWTF--				5	\$30.00				
	Week:	09/17/18	09/23/18	MTWTF--				5	\$30.00				
	Week:	09/24/18	09/30/18	MTWTF--				4	\$30.00				
N 4	WEAU	09/07/18	09/30/18	Days of Our Lives	1230p-130p		:30				NM	11	\$1,265.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/03/18	09/09/18	----F--				1	\$115.00				
	Week:	09/10/18	09/16/18	MTWTF--				3	\$115.00				
	Week:	09/17/18	09/23/18	MTWTF--				5	\$115.00				
	Week:	09/24/18	09/30/18	MTWTF--				2	\$115.00				
N 5	WEAU	09/07/18	09/30/18	M-F 130p-2p	130p-2p		:30				NM	14	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/03/18	09/09/18	----F--				1	\$30.00				
	Week:	09/10/18	09/16/18	MTWTF--				5	\$30.00				
	Week:	09/17/18	09/23/18	MTWTF--				5	\$30.00				
	<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>Type</u>		
	9	WEAU	09/17/18-09/23/18	M-F 130p-2p	130p-2p	MTuWThF----	:30		\$30.00		NM		
			See MG 5.15										
	15	WEAU	09/20/18-09/20/18	M-F 130p-2p	130p-2p	----Th-----	:30		\$30.00		NM		
			Ⓜ MG for 5.9 09/18										
	Week:	09/24/18	09/30/18	MTWTF--				3	\$30.00				

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<u>Advertiser</u> Brad Schimel		<u>Original Date / Revision</u> 09/06/18 / 09/25/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 6	WEAU	09/07/18	09/30/18	M-F 2p-3p	2p-3p		:30				NM	14	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/03/18	09/09/18	----F--				1	\$20.00				
	Week:	09/10/18	09/16/18	MTWTF--				5	\$20.00				
	Week:	09/17/18	09/23/18	MTWTF--				5	\$20.00				
	Week:	09/24/18	09/30/18	MTWTF--				3	\$20.00				
N 7	WEAU	09/07/18	09/30/18	M-F 3p-4p	3:00 PM-3:30 PM		:30				NM	15	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/03/18	09/09/18	----F--				1	\$20.00				
	Week:	09/10/18	09/16/18	MTWTF--				5	\$20.00				
	Week:	09/17/18	09/23/18	MTWTF--				5	\$20.00				
	Week:	09/24/18	09/30/18	MTWTF--				4	\$20.00				
N 8	WEAU	09/07/18	09/30/18	M-F 3p-4p	3:30 PM-4:00 PM		:30				NM	15	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/03/18	09/09/18	----F--				1	\$20.00				
	Week:	09/10/18	09/16/18	MTWTF--				5	\$20.00				
	Week:	09/17/18	09/23/18	MTWTF--				5	\$20.00				
	Week:	09/24/18	09/30/18	MTWTF--				4	\$20.00				
N 9	WEAU	09/10/18	09/30/18	WEAU 13 News @ 4p	4p-430p		:30				NM	12	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/10/18	09/16/18	MTWTF--				4	\$60.00				
	Week:	09/17/18	09/23/18	MTWTF--				5	\$60.00				
	Week:	09/24/18	09/30/18	MTWTF--				3	\$60.00				
N 10	WEAU	09/07/18	09/30/18	Jeopardy M-F	430p-5p		:30				NM	10	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/03/18	09/09/18	----F--				1	\$65.00				
	Week:	09/10/18	09/16/18	MTWTF--				3	\$65.00				
	Week:	09/17/18	09/23/18	MTWTF--				3	\$65.00				
	Week:	09/24/18	09/30/18	MTWTF--				2	\$65.00				
	<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>Type</u>		
	8	WEAU	09/24/18-09/30/18	Jeopardy M-F	430p-5p	MTuWThF----	:30		\$65.00		NM		
			See MG 10.10,10.11,10.12										
	9	WEAU	09/24/18-09/30/18	Jeopardy M-F	430p-5p	MTuWThF----	:30		\$65.00		NM		
			See MG 10.10,10.11,10.12										
	10	WEAU	09/26/18-09/30/18	M-F 2p-3p	2p-3p	---WThF----	:30		\$40.00		NM		
			Ⓜ MG for 10.9,10.8										
	11	WEAU	09/26/18-09/30/18	M-F 2p-3p	2p-3p	---WThF----	:30		\$40.00		NM		
			Ⓜ MG for 10.9,10.8										
	12	WEAU	09/26/18-09/30/18	Daytime Rotator M-F	11:00 AM-12:00 PM	---WThF----	:30		\$50.00		NM		
			Ⓜ MG for 10.9,10.8										
Totals								0.00				134	\$5,180.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/27/18 -09/28/18	134	\$5,180.00	(\$777.00)	\$4,403.00
Totals	134	\$5,180.00	(\$777.00)	\$4,403.00

Signature: _____ **Date:** _____

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