

CONTRACT



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

And:

AL Media
222 W. Ontario Street
Suite# 600
Chicago, IL 60654

<u>Contract / Revision</u> 284622 /		<u>Alt Order #</u> 8153889
<u>Product</u> CHRIS ABELE		
<u>Contract Dates</u> 03/01/16 - 03/06/16		<u>Estimate #</u>
<u>Advertiser</u> Abele/D/Co Commissioner		<u>Original Date / Revision</u> 03/01/16 / 03/01/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI-TV	<u>Account Executive</u> Todd Shockley	<u>Sales Office</u> NSO Chicago
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 120.70
<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	Rtn	Type	Spots	Amount
N 1	6	03/02/16	03/04/16	FOX 6 Wake Up News	M-F 6a-7a		:30				NM	3	\$1,455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	--WTF--				3	\$485.00	4.20			
N 2	6	03/02/16	03/04/16	FOX 6 Wake Up News	M-F 7a-8a		:30				NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	--WTF--				3	\$450.00	4.60			
N 3	6	03/02/16	03/04/16	FOX 6 Wake Up News	M-F 8a-9a		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	--WTF--				3	\$400.00	4.10			
N 4	6	03/05/16	03/05/16	Sa 7a-8a	7a-8a		:30				NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	-----S-				1	\$215.00	2.80			
N 5	6	03/05/16	03/05/16	Sa 8a-9a	8a-9a		:30				NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	-----S-				1	\$215.00	2.90			
N 6	6	03/06/16	03/06/16	Su 7a-8a	7a-8a		:30				NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	-----S				1	\$215.00	3.10			
N 7	6	03/06/16	03/06/16	Su 8a-9a	8a-9a		:30				NM	1	\$215.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	-----S				1	\$215.00	3.50			
N 8	6	03/02/16	03/04/16	Real Milwaukee	M-F 9a-10a		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	--WTF--				2	\$250.00	2.70			
N 9	6	03/02/16	03/04/16	M-F 5p-530p	5p-530p		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	--WTF--				2	\$400.00	2.80			
N 10	6	03/02/16	03/04/16	M-F 530p-6p	530p-6p		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	--WTF--				2	\$400.00	2.80			
N 11	6	03/06/16	03/06/16	FOX 6 News @ 5	5:30 PM-6:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	-----S				1	\$350.00	3.30			
N 12	6	03/03/16	03/03/16	Thursday Prime	7p-9p		:30				NM	2	\$4,000.00

(* 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. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.



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Milwaukee, WI 53209-1297
(414) 355-6666

<u>Contract / Revision</u>	<u>Alt Order #</u>
284622 /	8153889

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
03/01/16 - 03/06/16	CHRIS ABELE	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Abele/D/Co Commission	03/01/16 / 03/01/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	---T---				2	\$2,000.00	7.40			
N 13	6	03/02/16	03/04/16	FOX 6 News @ 9p	9:00 PM-9:30 PM		:30				NM	3	\$2,505.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	--WTF--				3	\$835.00	4.20			
N 14	6	03/06/16	03/06/16	M-Su 9p-1035p	9:30 PM-10:00 PM		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	-----S				1	\$850.00	6.60			
N 15	6	03/02/16	03/04/16	M-F 1035p-1105p	1035p-1105p		:30				NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	--WTF--				2	\$350.00	2.30			
N 16	6	03/06/16	03/06/16	Nascar	12:00 PM-4:00 PM		:30				NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	-----S				1	\$1,400.00	5.50			
N 17	6	03/03/16	03/03/16	FOX 6 News @ 10p	M-F 10p-1035p		:30				NM	1	\$835.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	---T---				1	\$835.00	5.20			
N 18	6	03/03/16	03/03/16	M-F 105a-135a	105a-135a		:30				NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/29/16	03/06/16	---T---				1	\$15.00	0.50			
Totals												31	\$17,620.00

Time Period	# of Spots	Gross Amount	Net Amount
02/29/16 - 03/06/16	31	\$17,620.00	\$14,977.00
Totals	31	\$17,620.00	\$14,977.00

Signature: _____ **Date:** _____

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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:
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I, Miles King (AL Media)
Chris Abele
 being/on behalf of: _____
 a legally qualified candidate of the N/A
Milwaukee County Executive
 political party for the office of: _____
Spring Election
 in the _____
 election to be held on: Tuesday, April 5, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Attach proposed schedule with charges (if available):

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

Chris Abele for County Executive

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:
Jeff Peelen, Treasurer

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

10/30/15

Date

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title