



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

CONTRACT

And:

Nonbox - Eisner
5307 S 92 St
Hales Corner, WI 53130

<u>Contract / Revision</u> 917509 /		<u>Alt Order #</u>
<u>Product</u> 2018T SWF 0925A		
<u>Contract Dates</u> 09/25/18 - 10/01/18	<u>Estimate #</u> 202	
<u>Advertiser</u> Friends of Scott Walker		<u>Original Date / Revision</u> 09/21/18 / 09/28/18
<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> 9913682	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 4027	<u>Advertiser Ref</u> 30095	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WEAU	09/25/18	10/01/18	Hello Wisconsin @ 6a	6a-7a		:30				NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	-1-1---				2	\$250.00				
	Week:	10/01/18	10/07/18	1-----				1	\$250.00				
N 2	WEAU	09/25/18	10/01/18	Today Show	7a-9a		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	--1-1--				2	\$250.00				
	Week:	10/01/18	10/07/18	-----				0	\$250.00				
N 3	WEAU	09/25/18	10/01/18	Megyn Kelly Today	Megyn Kelly Today		:30				NM	5	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	-1-1---				2	\$45.00				
	<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>		
	2	WEAU	09/24/18-09/30/18	Megyn Kelly Today	Megyn Kelly Today	-Tu-Th-----	:30		\$45.00		NM		
			See MG 3.4,3.5,3.6										
	4	WEAU	09/28/18-09/30/18	M-F 130p-2p	130p-2p	-----F----	:30		\$15.00		NM		
	Ⓜ	MG for 3.2 09/27											
	5	WEAU	09/28/18-09/30/18	M-F 2p-3p	2p-3p	-----F----	:30		\$20.00		NM		
	Ⓜ	MG for 3.2 09/27											
	6	WEAU	09/28/18-09/30/18	M-F 3p-4p	3:00 PM-3:30 PM	-----F----	:30		\$10.00		NM		
	Ⓜ	MG for 3.2 09/27											
	Week:	10/01/18	10/07/18	1-----				1	\$45.00				
N 4	WEAU	09/25/18	10/01/18	Daytime Rotator M-F	11:00 AM-12:00 PM		:30				NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	--1-1--				2	\$30.00				
	Week:	10/01/18	10/07/18	-----				0	\$30.00				
N 5	WEAU	09/25/18	10/01/18	WEAU 13 News @ Noon	1158a-1230p		:30				NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	-1-1---				2	\$130.00				
	Week:	10/01/18	10/07/18	1-----				1	\$130.00				
N 6	WEAU	09/25/18	10/01/18	M-F 130p-2p	130p-2p		:30				NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	--1-1--				2	\$30.00				
	Week:	10/01/18	10/07/18	-----				0	\$30.00				
N 7	WEAU	09/25/18	10/01/18	WEAU 13 News @ 4p	4p-430p		:30				NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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<u>Contract Dates</u> 09/25/18 - 10/01/18	<u>Product</u> 2018T SWF 0925A	<u>Estimate #</u> 202
<u>Advertiser</u> Friends of Scott Walker		<u>Original Date / Revision</u> 09/21/18 / 09/28/18

*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>				
	Week:	09/24/18	09/30/18	-1-1---				2	\$120.00				
	Week:	10/01/18	10/07/18	1-----				1	\$120.00				
N 8	WEAU	09/25/18	10/01/18	Jeopardy M-F	430p-5p		:30				NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	--1-1--				2	\$130.00				
	Week:	10/01/18	10/07/18	-----				0	\$130.00				
N 9	WEAU	09/25/18	10/01/18	WEAU 13 News @ 5p	5p-530p		:30				NM	3	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	-1-1---				2	\$370.00				
	Week:	10/01/18	10/07/18	1-----				1	\$370.00				
N 10	WEAU	09/25/18	10/01/18	WEAU 13 News @ 6p	6p-630		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	--1-1--				2	\$600.00				
	Week:	10/01/18	10/07/18	-----				0	\$600.00				
N 11	WEAU	09/25/18	10/01/18	Wheel of Fortune M-F	630p-7p		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	-1-1---				2	\$600.00				
	Week:	10/01/18	10/07/18	1-----				1	\$600.00				
N 12	WEAU	10/01/18	10/01/18	MANIFEST	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:	10/01/18	10/07/18	1-----				1	\$800.00				
N 13	WEAU	09/25/18	10/01/18	WEAU 13 News @ 10p M-F	10p-1035p		:30				NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	--1-1--				2	\$700.00				
	Week:	10/01/18	10/07/18	1-----				1	\$700.00				
N 14	WEAU	09/26/18	09/26/18	CHICAGO MED	7:00 PM-8:00 PM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	--1----				1	\$800.00				
N 15	WEAU	09/26/18	09/26/18	CHICAGO PD	9p-10p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	--1----				1	\$850.00				
N 16	WEAU	09/28/18	09/28/18	DATeline	9p-10p		:30				NM	3	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	----1--				1	\$600.00				
	<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>			
	1	WEAU	09/24/18-09/30/18	DATeline	9p-10p	-----F----	:30		\$600.00	NM			
	See MG 16.2,16.3,16.4												
	2	WEAU	09/28/18-09/30/18	Friday Prime Hr 2	8p-9p	-----F----	:30		\$750.00	NM			
	Ⓜ MG for 16.1 09/28												
	3	WEAU	09/30/18-09/30/18	Sun 11p-12a	11:35 PM-12:05 XI	-----Su	:30		\$150.00	NM			
	Ⓜ MG for 16.1 09/28												
	4	WEAU	09/26/18-09/28/18	Daytime Rotator M-F	11:00 AM-12:00 PI	---wThF----	:30		\$50.00	NM			
	Ⓜ MG for 16.1 09/28												
N 17	WEAU	09/25/18	10/01/18	Sa Today	7a-9a		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	-----1-				1	\$150.00				
	<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>			
	1	WEAU	09/24/18-09/30/18	Sa Today	7a-9a	-----Sa--	:30		\$150.00	NM			
	Credited												
	Week:	10/01/18	10/07/18	-----				0	\$150.00				
N 18	WEAU	09/25/18	10/01/18	WEAU 13 News @ 6p Sat	6p-630p		:30				NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----1-				1	\$180.00				
Week:		10/01/18	10/07/18	-----				0	\$180.00				
N 19	WEAU	09/25/18	10/01/18	Saturday Night Live	1030p-12a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----1-				1	\$300.00				
Week:		10/01/18	10/07/18	-----				0	\$300.00				
N 20	WEAU	09/30/18	09/30/18	Meet The Press	8a-9a		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----1				1	\$200.00				
	<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>		
	1	WEAU	09/24/18-09/30/18	Meet The Press	8a-9a	-----Su	:30		\$200.00		NM		
<i>Credited</i>													
Totals								0.00				41	\$12,605.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/27/18 - 09/30/18	33	\$9,590.00	(\$1,438.50)	\$8,151.50
10/01/18 - 10/01/18	8	\$3,015.00	(\$452.25)	\$2,562.75
Totals	41	\$12,605.00	(\$1,890.75)	\$10,714.25

Signature: _____ **Date:** _____

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