



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

CONTRACT

<u>Contract / Revision</u> 917597 /		<u>Alt Order #</u>
<u>Product</u> 2018T SWF 0925 B		
<u>Contract Dates</u> 09/25/18 - 10/01/18		<u>Estimate #</u> 203
<u>Advertiser</u> Friends of Scott Walker		<u>Original Date / Revision</u> 09/21/18 / 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 Ref</u> 4027	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 4027		<u>Advertiser Ref</u> 30095

And:

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

*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	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 2	WEAU	09/25/18	10/01/18	Today Show	7a-9a		:30				NM	3	\$750.00
	Week:	09/24/18	09/30/18	-1-1---				2	\$250.00				
	Week:	10/01/18	10/07/18	1-----				1	\$250.00				
N 3	WEAU	09/25/18	10/01/18	Megyn Kelly Today	Megyn Kelly Today		:30				NM	2	\$90.00
	Week:	09/24/18	09/30/18	--1-1--				2	\$45.00				
	Week:	10/01/18	10/07/18	-----				0	\$45.00				
N 4	WEAU	09/25/18	10/01/18	Daytime Rotator M-F	11:00 AM-12:00 PM		:30				NM	3	\$90.00
	Week:	09/24/18	09/30/18	-1-1---				2	\$30.00				
	Week:	10/01/18	10/07/18	1-----				1	\$30.00				
N 5	WEAU	09/25/18	10/01/18	WEAU 13 News @ Noon	1158a-1230p		:30				NM	2	\$260.00
	Week:	09/24/18	09/30/18	--1-1--				2	\$130.00				
	Week:	10/01/18	10/07/18	-----				0	\$130.00				
N 6	WEAU	09/25/18	10/01/18	M-F 130p-2p	130p-2p		:30				NM	3	\$90.00
	Week:	09/24/18	09/30/18	-1-1---				2	\$30.00				
	Week:	10/01/18	10/07/18	1-----				1	\$30.00				
N 7	WEAU	09/25/18	10/01/18	WEAU 13 News @ 4p	4p-430p		:30				NM	2	\$240.00
	Week:	09/24/18	09/30/18	--1-1--				2	\$120.00				
	Week:	10/01/18	10/07/18	-----				0	\$120.00				
N 8	WEAU	09/25/18	10/01/18	Jeopardy M-F	430p-5p		:30				NM	3	\$390.00
	Week:	09/24/18	09/30/18	-1-1---				2	\$130.00				
	Week:	10/01/18	10/07/18	1-----				1	\$130.00				
N 9	WEAU	09/25/18	10/01/18	WEAU 13 News @ 5p	5p-530p		:30				NM	2	\$740.00
	Week:	09/24/18	09/30/18	--1-1--				2	\$370.00				

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

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<u>Advertiser</u> Friends of Scott Walker		<u>Original Date / Revision</u> 09/21/18 / 09/25/18

*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:		10/01/18	10/07/18	-----				0	\$370.00				
N 10	WEAU	09/25/18	10/01/18	WEAU 13 News @ 6p	6p-630		: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 11	WEAU	09/25/18	10/01/18	Wheel of Fortune M-F	630p-7p		: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 12	WEAU	10/01/18	10/01/18	THE VOICE	7:00 PM-9:00 PM		:30				NM	1	\$1,000.00
		<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	\$1,000.00				
N 13	WEAU	09/25/18	10/01/18	WEAU 13 News @ 10p M-F	10p-1035p		:30				NM	2	\$1,400.00
		<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	-----				0	\$700.00				
N 14	WEAU	09/25/18	10/01/18	NEW AMSTERDAM	9p-10p		:30				NM	1	\$600.00
		<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				
Week:		10/01/18	10/07/18	-----				0	\$600.00				
N 15	WEAU	09/25/18	10/01/18	CHICAGO FIRE	8p-9p		: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				
Week:		10/01/18	10/07/18	-----				0	\$800.00				
N 16	WEAU	09/25/18	10/01/18	DATELINE	9p-10p		:30				NM	1	\$600.00
		<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				
Week:		10/01/18	10/07/18	-----				0	\$600.00				
N 17	WEAU	09/25/18	10/01/18	Wheel of Fortune Sa	630p-7p		:30				NM	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	\$200.00				
Week:		10/01/18	10/07/18	-----				0	\$200.00				
N 18	WEAU	09/25/18	10/01/18	Su Today	7a-8a		:30				NM	2	\$80.00
		<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	Su Today	7a-8a	-----Su	:30	\$150.00	NM			
		See MG 18.2,18.3											
		2	WEAU	09/24/18-09/30/18	Today w/ KathieLee & Hoda	Today w/ KathieLe	---wThF----	:30	\$40.00	NM			
		Ⓜ MG for 18.1 09/30											
		3	WEAU	09/24/18-09/30/18	Today w/ KathieLee & Hoda	Today w/ KathieLe	---wThF----	:30	\$40.00	NM			
		Ⓜ MG for 18.1 09/30											
Week:		10/01/18	10/07/18	-----				0	\$150.00				
N 19	WEAU	09/30/18	09/30/18	Football Night in America	Various		:30				NM	1	\$1,100.00
		<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	\$1,100.00				
N 20	WEAU	09/25/18	10/01/18	M-F 130p-2p	130p-2p		:30				NM	1	\$70.00
		<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	--WTF--				1	\$70.00				
Week:		10/01/18	10/07/18	-----				0	\$0.00				
Totals								0.00				38	\$12,000.00

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<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Agency Comm.</u>	<u>Net Amount</u>
08/27/18 -09/30/18	32	\$9,960.00	(\$1,494.00)	\$8,466.00
10/01/18 -10/01/18	6	\$2,040.00	(\$306.00)	\$1,734.00
Totals	38	\$12,000.00	(\$1,800.00)	\$10,200.00

Signature: _____ **Date:** _____

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