



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> 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 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 | 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 |
| | | <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 3 | WEAU | 09/25/18 | 10/01/18 | Megyn Kelly Today | Megyn Kelly Today | | :30 | | | | NM | 2 | \$90.00 |
| | | <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 | | | | |
| | 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 |
| | | <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 | 1----- | | | | 1 | \$30.00 | | | | |
| N 5 | WEAU | 09/25/18 | 10/01/18 | WEAU 13 News @ Noon | 1158a-1230p | | :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 6 | WEAU | 09/25/18 | 10/01/18 | M-F 130p-2p | 130p-2p | | :30 | | | | NM | 3 | \$90.00 |
| | | <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 | 1----- | | | | 1 | \$30.00 | | | | |
| N 7 | WEAU | 09/25/18 | 10/01/18 | WEAU 13 News @ 4p | 4p-430p | | :30 | | | | NM | 2 | \$240.00 |
| | | <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 | \$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 |
| | | <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 9 | WEAU | 09/25/18 | 10/01/18 | WEAU 13 News @ 5p | 5p-530p | | :30 | | | | NM | 2 | \$740.00 |
| | | <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 | | | | |

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

This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising



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

| | | |
|---|------------------------------------|--|
| <u>Contract / Revision</u> 917597 / | | <u>Alt Order #</u> |
| <u>Contract Dates</u> 09/25/18 - 10/01/18 | <u>Product</u> 2018T SWF 0925 B | <u>Estimate #</u> 203 |
| <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 |

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

This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising



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

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

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|--------------------|------------|--------------------|---------------------|--------------------|
| 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:** _____

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

This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising