

CONTRACT



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

And:

Waterfront Strategies
3050 K Street NW
Suite 100
Washington, DC 20007

<u>Contract / Revision</u> 405564 /		<u>Alt Order #</u> 08437350
<u>Product</u> SENATE MAJORITY PAC		
<u>Contract Dates</u> 11/05/16 - 11/08/16		<u>Estimate #</u> 4857B
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 11/04/16 / 11/07/16
<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> Nick Welte	<u>Sales Office</u> NSO Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 14573	<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	11/07/16	11/08/16	M-F 5a-530a	5:00 AM-5:30 AM		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				1	\$2,250.00	0.00			
N 2	6	11/07/16	11/08/16	M-F 530a-6a	5:30 AM-6:00 AM		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				1	\$2,250.00	0.00			
N 3	6	11/07/16	11/08/16	FOX 6 Wake Up News	6:00 AM-6:30 AM		:30				NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				1	\$4,500.00	0.00			
N 4	6	11/07/16	11/08/16	FOX 6 Wake Up News	6:30 AM-7:00 AM		:30				NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				1	\$4,500.00	0.00			
N 5	6	11/07/16	11/08/16	FOX 6 Wake Up News	7:00 AM-7:30 AM		:30				NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				1	\$5,000.00	0.00			
N 6	6	11/07/16	11/08/16	FOX 6 Wake Up News	7:30 AM-8:00 AM		:30				NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				1	\$5,000.00	0.00			
N 7	6	11/07/16	11/08/16	FOX 6 Wake Up News	8:00 AM-8:30 AM		:30				NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				1	\$4,500.00	0.00			
N 8	6	11/07/16	11/08/16	FOX 6 Wake Up News	8:30 AM-9:00 AM		:30				NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				1	\$4,500.00	0.00			
N 9	6	11/07/16	11/08/16	Real Milwaukee	9:00 AM-10:00 AM		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				1	\$2,000.00	0.00			
N 10	6	11/07/16	11/08/16	M-F 10a-11a	10:00 AM-11:00 AM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				1	\$800.00	0.00			
N 11	6	11/07/16	11/08/16	FOX 6 News @ 11a	11:00 AM-11:30 AM		:30				NM	1	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	MT-----				1	\$975.00	0.00			
N 12	6	11/07/16	11/08/16	FOX 6 News @ 11a	11:30 AM-12:00 PM		:30				NM	1	\$975.00

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

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<u>Contract / Revision</u>	<u>Alt Order #</u>
405564 /	08437350

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/05/16 - 11/08/16	SENATE MAJORITY PAC	4857B

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Majority PAC	11/04/16 / 11/07/16

*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:		11/07/16	11/13/16	MT-----				1	\$975.00	0.00			
N 13	6	11/07/16	11/07/16	M-F 12p-1p	12:00 PM-1:00 PM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$800.00	0.00			
N 14	6	11/07/16	11/07/16	M-F 1p-2p	1:00 PM-2:00 PM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$800.00	0.00			
N 15	6	11/07/16	11/07/16	M-F 2p-3p	2:00 PM-3:00 PM		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$800.00	0.00			
N 16	6	11/07/16	11/07/16	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$900.00	0.00			
N 17	6	11/07/16	11/07/16	M-F 4p-5p	4:00 PM-4:30 PM		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$1,500.00	0.00			
N 18	6	11/07/16	11/07/16	M-F 4p-5p	4:30 PM-5:00 PM		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$1,500.00	0.00			
N 19	6	11/07/16	11/07/16	M-F 5p-530p	5:00 PM-5:30 PM		:30				NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$3,500.00	0.00			
N 20	6	11/07/16	11/07/16	M-F 530p-6p	5:30 PM-6:00 PM		:30				NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$3,500.00	0.00			
N 21	6	11/07/16	11/07/16	FOX 6 News @ 6	6:00 PM-6:30 PM		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$4,000.00	0.00			
N 22	6	11/05/16	11/05/16	Sa 6p-630p	6:00 PM-6:30 PM		:30				NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1-				1	\$3,500.00	0.00			
N 23	6	11/06/16	11/06/16	FOX 6 News @ 5	5:00 PM-5:30 PM		:30				NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1				1	\$4,500.00	0.00			
N 24	6	11/06/16	11/06/16	FOX 6 News @ 5	5:30 PM-6:00 PM		:30				NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1				1	\$5,000.00	0.00			
N 25	6	11/07/16	11/07/16	M-F 630p-7p	6:30 PM-7:00 PM		:30				NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$3,500.00	0.00			
N 26	6	11/05/16	11/05/16	FOX 6 News @ 9p	9:00 PM-9:30 PM		:30				NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1-				1	\$3,500.00	0.00			
N 27	6	11/05/16	11/05/16	FOX 6 News @ 9p	9:30 PM-10:00 PM		:30				NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1-				1	\$3,500.00	0.00			
N 28	6	11/05/16	11/05/16	FOX 6 News @ 10p	10:00 PM-10:35 PM		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1-				1	\$4,000.00	0.00			
N 29	6	11/07/16	11/07/16	Monday Prime Hour 1	7:00 PM-8:00 PM		:30				NM	1	\$12,500.00

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405554 /	08437350

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/05/16 - 11/08/16	SENATE MAJORITY PAC	4857B

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Majority PAC	11/04/16 / 11/07/16

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$12,500.00	0.00			
N 30	6	11/07/16	11/07/16	Monday Prime Hour 2	8:00 PM-9:00 PM		:30				NM	1	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	1-----				1	\$12,500.00	0.00			
N 31	6	11/06/16	11/06/16	NFL Reg Ssn Pre Gm	11:00 AM-12:00 PM		:30				NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1				1	\$12,000.00	0.00			
N 32	6	11/06/16	11/06/16	NFL Reg Ssn Early Gm	12:00 PM-330 PM		:30				NM	1	\$35,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----1				1	\$35,000.00	0.00			
Totals										0.00		32	\$154,050.00

Time Period	# of Spots	Gross Amount	Net Amount
10/31/16 - 11/08/16	32	\$154,050.00	\$130,942.50
Totals	32	\$154,050.00	\$130,942.50

Signature: _____ **Date:** _____

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