



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

CONTRACT

<u>Contract / Revision</u> 906749 /		<u>Alt Order #</u>
<u>Product</u> 9/25-10/1		
<u>Contract Dates</u> 09/25/18 - 10/01/18	<u>Estimate #</u>	
<u>Advertiser</u> Wisconsin Freedom PAC		<u>Original Date / Revision</u> 09/05/18 / 09/17/18
<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 Natio
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Ref</u> 7742	<u>Advertiser Ref</u> 151748	<u>Product 1/2</u>

And:

Del Cielo Media
 1427 Leslie Avenue
 Suite 102
 Alexandria, VA 22301

*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	Daytime Rotator M-F	11:00 AM-12:00 PM		:30				NM	4	\$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	-1111--				4	\$50.00				
	Week:	10/01/18	10/07/18	-----				0	\$50.00				
N 2	WEAU	09/25/18	10/01/18	WEAU 13 News @ Noon	1158a-1230p		:30				NM	4	\$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	-1111--				4	\$275.00				
	Week:	10/01/18	10/07/18	-----				0	\$275.00				
N 3	WEAU	09/25/18	10/01/18	M-F 130p-2p	130p-2p		:30				NM	4	\$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	-1111--				4	\$50.00				
	Week:	10/01/18	10/07/18	-----				0	\$50.00				
N 4	WEAU	09/25/18	10/01/18	Jeopardy M-F	430p-5p		:30				NM	4	\$640.00
		<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	-1111--				4	\$160.00				
	Week:	10/01/18	10/07/18	-----				0	\$160.00				
N 5	WEAU	09/25/18	10/01/18	Weekend Rotator	5:00 PM-5:30 PM		:30				NM	1	\$125.00
		<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	-----S-				1	\$125.00				
	Week:	10/01/18	10/07/18	-----				0	\$0.00				
N 6	WEAU	09/25/18	10/01/18	Hello Wisconsin @ 5a	5a-530a		:30				NM	4	\$320.00
		<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	-1111--				4	\$80.00				
	Week:	10/01/18	10/07/18	-----				0	\$80.00				
N 7	WEAU	09/25/18	10/01/18	Hello Wisconsin @ 530a	530a-6a		:30				NM	4	\$700.00
		<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	-1111--				4	\$175.00				
	Week:	10/01/18	10/07/18	-----				0	\$175.00				
N 8	WEAU	09/25/18	10/01/18	Hello Wisconsin @ 6a	6a-7a		:30				NM	4	\$2,000.00
		<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	-1111--				4	\$500.00				
	Week:	10/01/18	10/07/18	-----				0	\$500.00				
N 9	WEAU	09/25/18	10/01/18	Today Show	7a-9a		:30				NM	4	\$2,400.00
		<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	-1111--				4	\$600.00				

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<u>Estimate #</u>		
<u>Advertiser</u> Wisconsin Freedom PAC		<u>Original Date / Revision</u> 09/05/18 / 09/17/18

*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	\$600.00				
N 10	WEAU	09/25/18	10/01/18	Sa Today	7a-9a		:30				NM	4	\$1,075.00
		<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	-----S-				2	\$225.00				
	<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		\$225.00		NM		
	See MG 10.3,10.4,10.5,10.6												
	2	WEAU	09/24/18-09/30/18	Sa Today	7a-9a	-----Sa--	:30		\$225.00		NM		
	See MG 10.3,10.4,10.5,10.6												
	3	WEAU	09/29/18-09/29/18	Notre Dame Football	6:30 PM-10:00 PM	-----Sa--	:30		\$375.00		NM		
	Ⓜ MG for 11.1,18.1,10.1,10.2												
	4	WEAU	09/29/18-09/29/18	Notre Dame Football	6:30 PM-10:00 PM	-----Sa--	:30		\$375.00		NM		
	Ⓜ MG for 11.1,18.1,10.1,10.2												
	5	WEAU	09/29/18-09/29/18	Ryder Cup	7:00 AM-5:00 PM	-----Sa--	:30		\$250.00		NM		
	Ⓜ MG for 11.1,18.1,10.1,10.2												
	6	WEAU	09/24/18-09/30/18	Today w/ KathieLee & Hoda	Today w/ KathieLee	MTuWThF----	:30		\$75.00		NM		
	Ⓜ MG for 11.1,18.1,10.1,10.2												
Week:		10/01/18	10/07/18	-----				0	\$0.00				
N 11	WEAU	09/25/18	10/01/18	Su Today	7a-8a		: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	-----S				1	\$225.00				
	<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		\$225.00		NM		
	See MG 10.3,10.4,10.5,10.6												
Week:		10/01/18	10/07/18	-----				0	\$0.00				
N 12	WEAU	09/25/18	10/01/18	WEAU 13 News @ 4p	4p-430p		:30				NM	4	\$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	-1111--				4	\$125.00				
Week:		10/01/18	10/07/18	-----				0	\$125.00				
N 13	WEAU	09/25/18	10/01/18	WEAU 13 News @ 5p	5p-530p		:30				NM	4	\$3,200.00
		<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	-1111--				4	\$800.00				
Week:		10/01/18	10/07/18	-----				0	\$800.00				
N 14	WEAU	09/25/18	10/01/18	WEAU 13 News @ 6p	6p-630		:30				NM	2	\$3,900.00
		<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	\$1,950.00				
Week:		10/01/18	10/07/18	-----				0	\$1,950.00				
N 15	WEAU	09/25/18	10/01/18	Overnight Rotator M-Su	12:05 XM-1:05 XM		:30				NM	1	\$30.00
		<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	-----S				1	\$30.00				
Week:		10/01/18	10/07/18	-----				0	\$0.00				
N 16	WEAU	09/25/18	10/01/18	WEAU 13 News @ 10p M-F	10p-1035p		:30				NM	4	\$5,800.00
		<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	-1111--				4	\$1,450.00				
Week:		10/01/18	10/07/18	-----				0	\$1,450.00				
N 17	WEAU	09/25/18	10/01/18	WEAU 13 News @ 10p Sat	10p-1030p		: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	-----S-				1	\$300.00				
Week:		10/01/18	10/07/18	-----				0	\$0.00				
N 18	WEAU	09/25/18	10/01/18	Wheel of Fortune Sa	630p-7p		: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	-----S-				1	\$400.00				

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<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		Wheel of Fortune Sa	630p-7p	-----Sa--	:30		\$400.00		NM		
See MG 10.3,10.4,10.5,10.6													
Week:		10/01/18	10/07/18	-----				0	\$0.00				
N 19	WEAU	09/25/18	10/01/18	Wednesday Prime Hr 1	658p-8p		:30				NM	1	\$3,900.00
		<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	--w----	1			\$3,900.00					
Week:		10/01/18	10/07/18	-----	0			\$0.00					
N 20	WEAU	09/25/18	10/01/18	Friday Prime Hr 1	658p-8p		:30				NM	1	\$1,450.00
		<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	----F--	1			\$1,450.00					
Week:		10/01/18	10/07/18	-----	0			\$0.00					
N 21	WEAU	09/25/18	10/01/18	Friday Prime Hr 2	8p-9p		:30				NM	1	\$1,450.00
		<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	----F--	1			\$1,450.00					
Week:		10/01/18	10/07/18	-----	0			\$0.00					
N 22	WEAU	09/25/18	10/01/18	Friday Prime Hr 3	9p-10p		:30				NM	1	\$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	----F--	1			\$500.00					
Week:		10/01/18	10/07/18	-----	0			\$0.00					
N 23	WEAU	09/25/18	10/01/18	Football Night in America	Various		:30				NM	1	\$700.00
		<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	-----S	1			\$700.00					
Week:		10/01/18	10/07/18	-----	0			\$0.00					
N 24	WEAU	09/25/18	10/01/18	Sunday Night Football	Various		:30				NM	1	\$2,900.00
		<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	-----S	1			\$2,900.00					
Week:		10/01/18	10/07/18	-----	0			\$0.00					
Totals								0.00				59	\$33,390.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/27/18 -09/30/18	59	\$33,390.00	(\$5,008.50)	\$28,381.50
Totals	59	\$33,390.00	(\$5,008.50)	\$28,381.50

Signature: _____ **Date:** _____