

## CONTRACT



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

And:

**Medium Buying, LLC**  
**Attention: Zach Koehn**  
**3380 Tremont Rd**  
**Suite 290**  
**Columbus, OH 43221**

<u>Contract / Revision</u> 382104 /		<u>Alt Order #</u> 8387382
<u>Product</u> RON JOHNSON 4 SENATE		
<u>Contract Dates</u> 09/21/16 - 10/09/16		<u>Estimate #</u>
<u>Advertiser</u> Johnson, Ron /R/ Senate		<u>Original Date / Revision</u> 09/20/16 / 10/06/16
<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 35-64		
<u>IDB#</u>	<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	09/21/16	10/07/16	FOX 6 Wake Up News	7:30 AM-8:00 AM		:30				NM	10	\$5,745.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/19/16	09/25/16	--WTF--				3	\$600.00	0.00			
		Week: 09/26/16	10/02/16	MTWTF--				5	\$600.00	0.00			
		Week: 10/03/16	10/09/16	MTWTF--				2	\$600.00	0.00			
N 2	6	09/21/16	10/07/16	FOX 6 Wake Up News	8:00 AM-8:30 AM		:30				NM	10	\$4,410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/19/16	09/25/16	--WTF--				3	\$450.00	0.00			
		Week: 09/26/16	10/02/16	MTWTF--				5	\$450.00	0.00			
		Week: 10/03/16	10/09/16	MTWTF--				2	\$405.00	0.00			
N 3	6	09/21/16	10/07/16	FOX 6 Wake Up News	8:30 AM-9:00 AM		:30				NM	10	\$4,410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/19/16	09/25/16	--WTF--				3	\$450.00	0.00			
		Week: 09/26/16	10/02/16	MTWTF--				5	\$450.00	0.00			
		Week: 10/03/16	10/09/16	MTWTF--				2	\$405.00	0.00			
N 4	6	09/24/16	10/01/16	Sa 8a-9a	8a-9a		:30				NM	2	\$665.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/19/16	09/25/16	-----S-				1	\$350.00	0.00			
		Week: 09/26/16	10/02/16	-----S-				1	\$350.00	0.00			
N 5	6	09/25/16	10/02/16	Su 8a-9a	8a-9a		:30				NM	2	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/19/16	09/25/16	-----S				1	\$270.00	0.00			
		Week: 09/26/16	10/02/16	-----S				1	\$270.00	0.00			
N 6	6	09/21/16	10/09/16	FOX 6 News @ 11a	11:00 AM-11:30 AM		:30				NM	6	\$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: 09/19/16	09/25/16	--WTF--				2	\$250.00	0.00			
		Week: 09/26/16	10/02/16	MTWTF--				3	\$250.00	0.00			
		Week: 10/03/16	10/09/16	MTWTF--				1	\$250.00	0.00			
N 7	6	09/21/16	10/07/16	M-F 530p-6p	530p-6p		:30				NM	10	\$4,560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 09/19/16	09/25/16	--WTF--				3	\$465.00	0.00			
		Week: 09/26/16	10/02/16	MTWTF--				5	\$465.00	0.00			
		Week: 10/03/16	10/09/16	MTWTF--				2	\$420.00	0.00			
N 8	6	09/25/16	10/02/16	FOX 6 News @ 5	5:30 PM-6:00 PM		:30				NM	6	\$2,250.00

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

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Contract / Revision	Alt Order #
382104 /	8387382

Contract Dates	Product	Estimate #
09/21/16 - 10/09/16	RON JOHNSON 4 SENA	

Advertiser	Original Date / Revision
Johnson, Ron /R/ Senate	09/20/16 / 10/06/16

*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:		09/19/16	09/25/16	-----S				1	\$400.00	0.00			
Week:		09/26/16	10/02/16	-----S				1	\$400.00	0.00			
<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>Rtg</u>	<u>Type</u>		
2	6	09/26/16-10/02/16		FOX 6 News @ 5	5:30 PM-6:00 PM	-----Su	:30		<del>\$400.00</del>	0.00	NM		
See MG 8.3,8.4,8.5,8.6,8.7													
3	6	10/01/16-10/01/16		Sa 7a-8a	7a-8a	-----Sa--	:30		\$315.00	0.00	NM		
(M) MG for 9.4,8.2,10.2													
4	6	10/01/16-10/01/16		MLB Reg Ssn	Various	-----Sa--	:30		\$400.00	0.00	NM		
(M) MG for 9.4,8.2,10.2													
5	6	10/01/16-10/01/16		College Football Reg Ssn	4:00 PM-7:00 PM	-----Sa--	:30		\$400.00	0.00	NM		
(M) MG for 9.4,8.2,10.2													
6	6	10/01/16-10/01/16		College Football Reg Ssn	7:30 PM-9:30 PM	-----Sa--	:30		\$600.00	0.00	NM		
(M) MG for 9.4,8.2,10.2													
7	6	10/01/16-10/01/16		Late Run News	10:35 PM-11:05 PM	-----Sa--	:30		<del>\$135.00</del>	0.00	NM		
(M) See MG 8.8													
8	6	10/01/16-10/01/16		Late Run News	10:35 PM-11:05 PM	-----Sa--	:30		\$135.00	0.00	NM		
(M) MG for 8.7 10/01													
N 9	6	09/21/16	10/09/16	FOX 6 News @ 9p	9:00 PM-9:30 PM		:30				NM	9	\$8,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/19/16	09/25/16	--WTF--				3	\$950.00	0.00			
Week:		09/26/16	10/02/16	MTWTF--				5	\$950.00	0.00			
<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>Rtg</u>	<u>Type</u>		
4	6	09/26/16-10/02/16		FOX 6 News @ 9p	9:00 PM-9:30 PM	MTuWThF----	:30		<del>\$950.00</del>	0.00	NM		
See MG 8.3,8.4,8.5,8.6,8.7													
Week:		10/03/16	10/09/16	MTWTF--				2	\$855.00	0.00			
N 10	6	09/24/16	10/01/16	FOX 6 News @ 9p	9:00 PM-9:30 PM		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/19/16	09/25/16	-----S-				1	\$500.00	0.00			
<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>Rtg</u>	<u>Type</u>		
1	6	09/19/16-09/25/16		FOX 6 News @ 9p	9:00 PM-9:30 PM	-----Sa--	:30		<del>\$500.00</del>	0.00	NM		
See MG 10.3,10.4													
3	6	09/24/16-09/24/16		M-Su 9p-1035p	9p-1035p	-----Sa--	:30		\$450.00	0.00	NM		
(M) MG for 10.1 09/24													
4	6	09/25/16-09/25/16		Su 6a-7a	6a-7a	-----Su	:30		\$50.00	0.00	NM		
(M) MG for 10.1 09/24													
Week:		09/26/16	10/02/16	-----S-				1	\$500.00	0.00			
<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>Rtg</u>	<u>Type</u>		
2	6	09/26/16-10/02/16		FOX 6 News @ 9p	9:00 PM-9:30 PM	-----Sa--	:30		<del>\$500.00</del>	0.00	NM		
See MG 8.3,8.4,8.5,8.6,8.7													
N 11	6	09/25/16	10/02/16	FOX 6 News @ 9p	9:30 PM-10:00 PM		:30				NM	2	\$1,830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/19/16	09/25/16	-----S				1	\$915.00	0.00			
Week:		09/26/16	10/02/16	-----S				1	\$915.00	0.00			
N 12	6	09/28/16	09/30/16	FOX 6 News @ 6	M-F 6p-630p		:30				NM	1	\$745.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/26/16	10/02/16	--WTF--				1	\$745.00	0.00			
N 13	6	09/30/16	09/30/16	M-F 1105p-1135p	1105p-1135p		:30				NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/26/16	10/02/16	----F--				1	\$130.00	0.00			
Totals										0.00		71	\$35,645.00

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<u>Advertiser</u>	<u>Original Date / Revision</u>
Johnson, Ron /R/ Senate	09/20/16 / 10/06/16

Time Period	# of Spots	Gross Amount	Net Amount
08/29/16 - 09/25/16	23	\$11,390.00	\$9,681.50
09/26/16 - 10/07/16	48	\$24,255.00	\$20,616.75
<b>Totals</b>	<b>71</b>	<b>\$35,645.00</b>	<b>\$30,298.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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