

CONTRACT



WITI-ANTTV
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> 360642 /		<u>Alt Order #</u> 08331077
<u>Product</u> ENVIRON DEF ACTN FND		
<u>Contract Dates</u> 08/08/16 - 08/14/16		<u>Estimate #</u> 5099
<u>Advertiser</u> Environmental Defense Action Fund		<u>Original Date / Revision</u> 07/26/16 / 07/26/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI-ANTTV	<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> 243	<u>Product Code</u> 257
<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	WITD	08/08/16	08/12/16	Johnny Carson M-F	10:00 PM-11:00 PM		:30				NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/08/16	08/14/16	MTWTF--				3	\$40.00	0.00			
N 2	WITD	08/13/16	08/13/16	Johnny Carson Sa-Su	9:00 PM-10:30 PM		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/08/16	08/14/16	-----1-				1	\$40.00	0.00			
N 3	WITD	08/14/16	08/14/16	Johnny Carson Sa-Su	9:00 PM-10:30 PM		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/08/16	08/14/16	-----1				1	\$40.00	0.00			
Totals										0.00		5	\$200.00

Time Period	# of Spots	Gross Amount	Net Amount
08/01/16 - 08/14/16	5	\$200.00	\$170.00
Totals	5	\$200.00	\$170.00

Signature: _____ Date: _____

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, WATERFRONT STRATEGIES

do hereby request station time concerning the following issue:

ENVIRONMENTAL DEFENSE ACTION FUND - WI SENATE

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

This broadcast time will be used by: ENVIRONMENTAL DEFENSE ACTION FUND

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Ron Johnson WI Senate 11/8/16

I represent that the payment for the above described broadcast time has been furnished by (name and address):

EDAF 1875 Connecticut Ave Suite 600 Washington DC 20009

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Elizabeth Thompson - President
Fred Krupp - Executive Director
Joe Bonfiglio - Deputy Director

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

7/21/16

Date _____

Signature

202-338-8700

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

□ Accepted

☐ Accepted in Part

☐ Rejected

Signature _____

Printed Name

Title