

# CONTRACT



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

And:

**Nonbox**  
**5307 S 92nd Street**  
**Hales Corners, WI 53130**

<u>Contract / Revision</u> 752447 /		<u>Alt Order #</u>
<u>Product</u> 2014 SWF 7/16 ADD		
<u>Contract Dates</u> 07/16/14 - 07/20/14		<u>Estimate #</u> 2014 SWF 7/16 ADD
<u>Advertiser</u> Friends of Scott Walker		<u>Original Date / Revision</u> 07/15/14 / 07/15/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Local WITI House	<u>Sales Office</u> Milwaukee
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 8193	<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	07/17/14	07/18/14	M-F 530p-6p	530p-6p		:30				NM	2	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	---TF--				2	\$435.00	0.00			
N 2	6	07/17/14	07/18/14	M-F 930-10p	930p-10p		:30				NM	2	\$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: 07/14/14	07/20/14	---TF--				2	\$950.00	0.00			
N 3	6	07/17/14	07/18/14	M-F 530a-6a	530a-6a		:30				NM	2	\$690.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	---TF--				2	\$345.00	0.00			
N 4	6	07/16/14	07/17/14	M-F 10p-1035p	10p-1035p		:30				NM	2	\$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: 07/14/14	07/20/14	--WT---				2	\$900.00	0.00			
N 5	6	07/17/14	07/18/14	M-F 6a-7a	6a-7a		:30				NM	2	\$830.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	---TF--				2	\$415.00	0.00			
N 6	6	07/18/14	07/18/14	M-F 8a-9a	8a-9a		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	----F--				1	\$400.00	0.00			
N 7	6	07/17/14	07/18/14	M-F 6p-630p	6p-630p		:30				NM	2	\$930.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	---TF--				2	\$465.00	0.00			
N 8	6	07/17/14	07/18/14	M-F 5p-630p	5p-630p		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	---TF--				2	\$400.00	0.00			
N 9	6	07/17/14	07/18/14	M-F 7a-8a	7a-8a		:30				NM	2	\$970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	---TF--				2	\$485.00	0.00			
N 10	6	07/20/14	07/20/14	Su 8a-9a	8a-9a		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 07/14/14	07/20/14	-----S				1	\$275.00	0.00			
N 11	6	07/19/14	07/19/14	Sa 9p-930p	Sa 9p-930p		: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: 07/14/14	07/20/14	-----S-				1	\$800.00	0.00			

(\* 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. Tribune does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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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>			
N 12	6	07/19/14	07/19/14	Sa 930p-10p	Sa 930p-10p		: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:		07/14/14	07/20/14	-----S-				1	\$900.00	0.00			
N 13	6	07/16/14	07/17/14	M-F 9-930p	9p-930p		:30				NM	2	\$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:		07/14/14	07/20/14	--WT---				2	\$900.00	0.00			
N 14	6	07/20/14	07/20/14	Su 5p News	5-6p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/14/14	07/20/14	-----S				1	\$450.00	0.00			
N 15	6	07/19/14	07/19/14	Sa 8a-9a	8a-9a		:30				NM	1	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/14/14	07/20/14	-----S-				1	\$285.00	0.00			
N 16	6	07/20/14	07/20/14	Su 10p-1035p	10p-1035p		: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:		07/14/14	07/20/14	-----S				1	\$900.00	0.00			
N 17	6	07/19/14	07/19/14	Sa 10p-1035p	10p-1035p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/14/14	07/20/14	-----S-				1	\$600.00	0.00			
N 18	6	07/19/14	07/19/14	Sa 6p News	6-630p		:30				NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/14/14	07/20/14	-----S-				1	\$250.00	0.00			
N 19	6	07/19/14	07/19/14	Sa 7a-8a	7a-8a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/14/14	07/20/14	-----S-				1	\$225.00	0.00			
<b>Totals</b>										<b>0.00</b>		<b>28</b>	<b>\$15,675.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
06/30/14 - 07/20/14	28	\$15,675.00	\$13,323.75
<b>Totals</b>	<b>28</b>	<b>\$15,675.00</b>	<b>\$13,323.75</b>

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

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WITI TV Milwaukee, WI	<b>Date:</b> 7/14/14
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I, Cindy Murphy,  
 being/on behalf of: Friends of Scott Walker,  
 a legally qualified candidate of the Republican  
 political party for the office of: Governor of WI  
 in the General  
 election to be held on: 11/4/2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:10 :15 :30	see schedule	see schedule	see schedule	see schedule	see schedule

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Scott Walker

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Kate Lind

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

***To Be Signed By Candidate or Authorized Committee***

7/14/14

**Date**

Cindy Murphy

**Signature**


Digitally signed by Cindy Murphy  
DN: cn=Cindy Murphy, o=nonbox, ou, email=cindym@nonbox.com, c=US  
Date: 2014.07.14 09:36:02 -0500

***To Be Signed By Station Representative***

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

  
**Signature**

M. Nolasco  
**Printed Name**

GEM  
**Title**

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Friends of Scott Walker

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

**Cindy Murphy**

Digitally signed by Cindy Murphy  
DN: cn=Cindy Murphy, o=nonbox, ou, email=cindym@nonbox.com, c=US  
Date: 2014.07.14 09:36:25 -05'00'

**signature of candidate or authorized committee**

**Cindy Murphy**

**printed name**

**7/14/14**

**date**

## AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

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

**Attach proposed schedule with charges (if available):**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.