

CONTRACT



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

<u>Contract / Revision</u> 745217 /		<u>Alt Order #</u> ACTG #1064 WS #2071
<u>Product</u> FRIENDS OF SCOTT WALKER 6/18 FLIGHT B		
<u>Contract Dates</u> 06/20/14 - 07/01/14		<u>Estimate #</u> WALKER 6/18 FLIGHT
<u>Advertiser</u> Friends of Scott Walker		<u>Original Date / Revision</u> 06/19/14 / 06/20/14
<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>Total Ratings</u> 276.70
<u>IDB#</u> 8193	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Nonbox
Attention: Kristen Johnson
5307 S 92nd Street
Hales Corners, WI 53130

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	6	06/20/14	06/20/14	M-F 5a-530a	5a-530a		:30				NM	1	\$235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	----F--				1	\$235.00	4.00			
N 2	6	06/23/14	06/25/14	M-F 5a-530a	5a-530a		:30				NM	3	\$705.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/23/14	06/29/14	MTW----				3	\$235.00	4.00			
N 3	6	06/22/14	06/29/14	Su 7a-8a	7a-8a		:30				NM	2	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	-----S				1	\$185.00	3.70			
Week:		06/23/14	06/29/14	-----S				1	\$185.00	3.70			
N 4	6	06/22/14	06/29/14	Su 8a-9a	8a-9a		:30				NM	2	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	-----S				1	\$235.00	3.70			
Week:		06/23/14	06/29/14	-----S				1	\$235.00	3.70			
N 5	6	06/20/14	06/20/14	M-F 9a-10a	9a-10a		:30				NM	1	\$265.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	----F--				1	\$265.00	4.00			
N 6	6	06/23/14	06/26/14	M-F 9a-10a	9a-10a		:30				NM	4	\$1,060.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/23/14	06/29/14	MTWT---				4	\$265.00	4.00			
N 7	6	06/22/14	06/22/14	FOX News Sunday	9a-10a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	-----S				1	\$300.00	3.70			
N 8	6	06/20/14	06/20/14	M-F 10-11a	10-11a		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	----F--				1	\$100.00	4.00			
N 9	6	06/23/14	07/01/14	M-F 10-11a	10-11a		:30				NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/23/14	06/29/14	MTWT---				4	\$100.00	4.00			
Week:		06/30/14	07/06/14	MT-----				2	\$100.00	4.00			
N 10	6	06/20/14	06/20/14	M-F 11a-1130a FOX 6 News	11a-1130a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	----F--				1	\$200.00	4.00			

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

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745217 /	ACTG #1064 WS #2071

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
06/20/14 - 07/01/14	FRIENDS OF SCOTT WALKER	6/18 FLIGHT B

<u>Advertiser</u>	<u>Original Date / Revision</u>
Friends of Scott Walker	06/19/14 / 06/20/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 11	6	06/23/14	06/30/14	M-F 11a-1130a FOX 6 News	11a-1130a		:30				NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/23/14	06/29/14	M-W----				2	\$200.00	4.00			
		Week: 06/30/14	07/06/14	M-----				1	\$200.00	4.00			
N 12	6	06/23/14	06/30/14	M-F 11a-1130a FOX 6 News	11a-1130a		:10				NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/23/14	06/29/14	M-W----				2	\$100.00	4.00			
		Week: 06/30/14	07/06/14	M-----				1	\$100.00	4.00			
N 13	6	06/20/14	06/20/14	M-F 1130P-12P FOX 6 News	1130A-12P		:30				NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/16/14	06/22/14	----F--				1	\$240.00	4.00			
N 14	6	06/23/14	06/26/14	M-F 1130P-12P FOX 6 News	1130A-12P		:30				NM	4	\$960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/23/14	06/29/14	MTWT---				4	\$240.00	4.00			
N 15	6	06/30/14	07/01/14	M-F 1130P-12P FOX 6 News	1130A-12P		:30				NM	2	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/30/14	07/06/14	MT-----				2	\$240.00	4.00			
N 16	6	06/20/14	06/20/14	M-F 12p-1p	12p-1p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/16/14	06/22/14	----F--				1	\$125.00	4.00			
N 17	6	06/23/14	06/30/14	M-F 12p-1p	12p-1p		:30				NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/23/14	06/29/14	MTWT---				4	\$125.00	4.00			
		Week: 06/30/14	07/06/14	M-----				1	\$125.00	4.00			
N 18	6	06/20/14	06/20/14	M-F 1p-2p	1p-2p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/16/14	06/22/14	----F--				1	\$125.00	4.00			
N 19	6	06/23/14	06/30/14	M-F 1p-2p	1p-2p		:30				NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/23/14	06/29/14	MTWT---				4	\$125.00	4.00			
		Week: 06/30/14	07/06/14	M-----				1	\$125.00	4.00			
N 20	6	06/20/14	06/20/14	M-F 3p-4p	3p-4p		: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: 06/16/14	06/22/14	----F--				1	\$250.00	4.00			
N 21	6	06/23/14	06/25/14	M-F 3p-4p	3p-4p		: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: 06/23/14	06/29/14	M-W----				2	\$250.00	3.80			
N 22	6	06/20/14	06/20/14	M-F 3p-4p	3p-4p		:10				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/16/14	06/22/14	----F--				1	\$125.00	4.00			
N 23	6	06/24/14	06/26/14	M-F 3p-4p	3p-4p		:30				NM	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: 06/23/14	06/29/14	-T-T---				2	\$125.00	3.80			
N 24	6	06/25/14	06/25/14	FOX Prime Wed. Rotator	7p-9p		:30				NM	1	\$1,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/23/14	06/29/14	--W----				1	\$1,325.00	4.10			
N 25	6	06/23/14	06/30/14	FOX Prime Monday 8-9p	8p-9p		:30				NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 06/23/14	06/29/14	M-----				1	\$1,800.00	4.40			
		Week: 06/30/14	07/06/14	M-----				1	\$1,800.00	4.40			

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<u>Advertiser</u>	<u>Original Date / Revision</u>
Friends of Scott Walker	06/19/14 / 06/20/14

*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>			
N 26	6	06/24/14	06/24/14	FOX Prime Tuesday 8-9p	8p-9p		:30				NM	1	\$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:		06/23/14	06/29/14	-T-----				1	\$1,250.00	4.50			
N 27	6	06/20/14	06/20/14	M-F 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:		06/16/14	06/22/14	----F--				1	\$900.00	4.00			
N 28	6	06/25/14	06/25/14	M-F 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:		06/23/14	06/29/14	--W----				1	\$900.00	4.00			
N 29	6	06/30/14	06/30/14	M-F 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:		06/30/14	07/06/14	M-----				1	\$900.00	4.00			
N 30	6	06/20/14	06/20/14	M-F 1105p-1205a	1105p-1205a		:30				NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	----F--				1	\$165.00	3.40			
N 31	6	06/23/14	06/30/14	M-F 1105p-1205a	1105p-1205a		:30				NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/23/14	06/29/14	MTWT---				4	\$165.00	3.40			
Week:		06/30/14	07/06/14	M-----				1	\$165.00	3.40			
N 32	6	06/21/14	06/28/14	Sa 1135p-1205a	Sa 1135p-1205a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	-----S-				1	\$150.00	4.00			
Week:		06/23/14	06/29/14	-----S-				1	\$150.00	4.00			
N 33	6	06/21/14	06/29/14	Su 1135p-1235a	1135p-1235a		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	-----S				1	\$100.00	4.60			
Week:		06/23/14	06/29/14	-----S				1	\$100.00	4.60			
N 34	6	06/21/14	06/21/14	Sa 9-10a	9-10a		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		06/16/14	06/22/14	-----S-				1	\$100.00	0.00			
Totals										276.70		71	\$19,975.00

Time Period	# of Spots	Gross Amount	Net Amount
05/26/14 -06/29/14	60	\$15,880.00	\$13,498.00
06/30/14 -07/01/14	11	\$4,095.00	\$3,480.75
Totals	71	\$19,975.00	\$16,978.75

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

Station and Location: WITI TV Milwaukee, WI	Date: 6/19/14
---	----------------------

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

6/19/14

Cindy Murphy

Digitally signed by Cindy Murphy
DN: cn=Cindy Murphy, o=nonbox, ou, email=cindym@nonbox.com, c=US
Date: 2014.06.19 09:08:47 -05'00'

Date _____

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name _____

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: 2014.06.19 09:09:15 -05'00'

signature of candidate or authorized committee

Cindy Murphy

printed name

6/19/14

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.