

# CONTRACT



**WISC-TV**  
**7025 Raymond Road**  
**Madison, WI 53719**  
**(608)271-4321**

<http://www.channel3000.com>

And:

**Flexpoint Media**  
**P.O. Box 1051**  
**New Albany, OH 43054**

<u>Contract / Revision</u> 28396068 /		<u>Alt Order #</u> 28396068
<u>Advertiser</u> <b>Political Various</b>		<u>Original Date / Revision</u> 04/29/24 / 04/29/24
<u>Contract Dates</u> <b>05/01/24 - 05/14/24</b>	<u>Estimate #</u> <b>5308</b>	
<u>Product</u> <b>ERIC HOVDE- WI SENATE</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WISC-TV</b>	<u>Account Executive</u> Kelly Bryant	<u>Sales Office</u> Katz-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> 9920140	<u>Advertiser Code</u> 615	<u>Product 1/2</u> 830
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WISC	05/01/24	05/14/24	News 3 Now This Morning	5:00 AM-5:30 AM		:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/01/24	05/07/24	MTWTF--				3	\$200.00			
	Week:	05/08/24	05/14/24	MTWTF--				3	\$200.00			
N 2	WISC	05/01/24	05/14/24	News 3 Now This Morning	5:30 AM-6:00 AM		:30			NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/01/24	05/07/24	MTWTF--				3	\$200.00			
	Week:	05/08/24	05/14/24	MTWTF--				3	\$200.00			
N 3	WISC	05/01/24	05/14/24	News 3 Now at Noon	12-1230pm		:30			NM	8	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/01/24	05/07/24	MTWTF--				4	\$700.00			
	Week:	05/08/24	05/14/24	MTWTF--				4	\$700.00			
N 4	WISC	05/01/24	05/14/24	News 3 Now at Five	5-530pm		:30			NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	05/01/24	05/07/24	MTWTF--				2	\$700.00			
	Week:	05/08/24	05/14/24	MTWTF--				2	\$700.00			
N 5	WISC	05/04/24	05/11/24	CBS This Morning Saturday	6-8am		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/29/24	05/05/24	-----S-				1	\$200.00			
	Week:	05/06/24	05/12/24	-----S-				1	\$200.00			
N 6	WISC	05/04/24	05/11/24	Weekend Mornings	8-9am		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/29/24	05/05/24	-----S-				1	\$300.00			
	Week:	05/06/24	05/12/24	-----S-				1	\$300.00			
N 7	WISC	05/04/24	05/11/24	News 3 Now at Six	6-630pm		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/29/24	05/05/24	-----S-				1	\$300.00			
	Week:	05/06/24	05/12/24	-----S-				1	\$300.00			
N 8	WISC	05/05/24	05/12/24	Weekend Mornings	630-8am		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/29/24	05/05/24	-----S				1	\$200.00			

(\* 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, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry. We reserve the right not to accept all copy.

Client represents to the best of its knowledge that all commercials provided hereunder are cleared for use in all digital streams, including specifically CBS All Access. This means all creative, including but not limited to copyright, music (performance and synchronization rights) and talent fees, are cleared.



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Political Various	04/29/24 / 04/29/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/01/24 - 05/14/24	ERIC HOVDE- WI SENA	5308

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/06/24	05/12/24	-----S				1	\$200.00			
N 9	WISC	05/05/24	05/12/24	Face the Nation	930-1030am		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/29/24	05/05/24	-----S				1	\$400.00			
Week:		05/06/24	05/12/24	-----S				1	\$400.00			
<b>Totals</b>											<b>34</b>	<b>\$13,600.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/24 - 05/14/24	34	\$13,600.00	(\$2,040.00)	\$11,560.00
<b>Totals</b>	<b>34</b>	<b>\$13,600.00</b>	<b>(\$2,040.00)</b>	<b>\$11,560.00</b>

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

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