

CONTRACT

WFRV
5000 Riverside Dr
Building 5 Suite 200
Karina Davila
Irving, TX 75039
(214) 765-4114

And:

Edge Messaging LLC
120 Bishop's Way
Suite 164
Brookfield, WI 53005

<u>Contract / Revision</u> 1684895 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 10/23/18 - 11/05/18	<u>Estimate #</u>	
<u>Advertiser</u> POL/Brad Schimel/Attorney General/WI/Rep		<u>Original Date / Revision</u> 09/19/18 / 10/09/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WFRV	<u>Account Executive</u> WFRV Local House	<u>Sales Office</u> Green Bay Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-54		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</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	WFRV	10/23/18	11/05/18	5:00 AM-6:00 AM	5:00 AM-6:00 AM		:30				NM	10	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-TWTF--				4	\$75.00				
	Week:	10/29/18	11/04/18	MTWTF--				5	\$75.00				
	Week:	11/05/18	11/11/18	M-----				1	\$75.00				
N 2	WFRV	10/23/18	11/05/18	Local 5 This Morning 6a	M-F 6a-7a		:30				NM	8	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-TWTF--				4	\$125.00				
	Week:	10/29/18	11/04/18	MTWTF--				4	\$125.00				
	Week:	11/05/18	11/11/18	-----				0	\$75.00				
N 3	WFRV	10/23/18	11/05/18	7:00 AM-8:00 AM	7:00 AM-8:00 AM		:30				NM	8	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-TWTF--				4	\$125.00				
	Week:	10/29/18	11/04/18	MTWTF--				4	\$125.00				
	Week:	11/05/18	11/11/18	-----				0	\$75.00				
N 4	WFRV	10/23/18	11/05/18	8:00 AM-9:00 AM	8:00 AM-9:00 AM		:30				NM	8	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-TWTF--				4	\$125.00				
	Week:	10/29/18	11/04/18	MTWTF--				4	\$125.00				
	Week:	11/05/18	11/11/18	-----				0	\$75.00				
N 5	WFRV	10/23/18	11/05/18	6:00 AM-7:00 AM	6:00 AM-7:00 AM		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-----S-				1	\$125.00				
	Week:	10/29/18	11/04/18	-----S-				1	\$125.00				
	Week:	11/05/18	11/11/18	-----				0	\$75.00				
N 6	WFRV	10/23/18	11/05/18	7:00 AM-8:00 AM	7:00 AM-8:00 AM		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-----S-				1	\$125.00				
	Week:	10/29/18	11/04/18	-----S-				1	\$125.00				
	Week:	11/05/18	11/11/18	-----				0	\$75.00				
N 7	WFRV	10/23/18	11/05/18	6:00 AM-6:30 AM	6:00 AM-6:30 AM		:30				NM	2	\$250.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-----S				1	\$125.00				
		Week: 10/29/18	11/04/18	-----S				1	\$125.00				
		Week: 11/05/18	11/11/18	-----				0	\$75.00				
N 8	WFRV	10/23/18	11/05/18	6:30 AM-7:00 AM	6:30 AM-7:00 AM		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-----S				1	\$125.00				
		Week: 10/29/18	11/04/18	-----S				1	\$125.00				
		Week: 11/05/18	11/11/18	-----				0	\$75.00				
N 9	WFRV	10/23/18	11/05/18	7:00 AM-7:30 AM	7:00 AM-7:30 AM		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-----S				1	\$125.00				
		Week: 10/29/18	11/04/18	-----S				1	\$125.00				
		Week: 11/05/18	11/11/18	-----				0	\$75.00				
N 10	WFRV	10/23/18	11/05/18	Su 730-8a Newsmaker Su	Su 730-8a Newsm		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-----S				1	\$125.00				
		Week: 10/29/18	11/04/18	-----S				1	\$125.00				
		Week: 11/05/18	11/11/18	-----				0	\$75.00				
N 11	WFRV	10/23/18	11/05/18	CBS Sunday Morning	Su 8a-9:30a		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-----S				1	\$750.00				
		Week: 10/29/18	11/04/18	-----S				1	\$750.00				
		Week: 11/05/18	11/11/18	-----				0	\$75.00				
N 12	WFRV	10/23/18	11/05/18	Face the Nation	Su 9:30a-10:30a		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-----S				1	\$250.00				
		Week: 10/29/18	11/04/18	-----S				1	\$250.00				
		Week: 11/05/18	11/11/18	-----				0	\$75.00				
N 13	WFRV	10/23/18	11/05/18	9:30 AM-10:00 AM	9:30 AM-10:00 AM		:30				NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-TWTF--				3	\$100.00				
		Week: 10/29/18	11/04/18	MTWTF--				3	\$100.00				
		Week: 11/05/18	11/11/18	-----				0	\$75.00				
N 14	WFRV	10/23/18	11/05/18	Y&R	M-F 11a-12p		:30				NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-TWTF--				2	\$300.00				
		Week: 10/29/18	11/04/18	MTWTF--				2	\$300.00				
		Week: 11/05/18	11/11/18	-----				0	\$0.00				
N 15	WFRV	10/23/18	11/05/18	The Talk	M-F 1p-2p		:30				NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-TWTF--				2	\$125.00				
		Week: 10/29/18	11/04/18	MTWTF--				2	\$125.00				
		Week: 11/05/18	11/11/18	-----				0	\$0.00				
N 16	WFRV	10/23/18	11/05/18	Let's Make A Deal	M-F 2p-3p		:30				NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-TWTF--				2	\$100.00				
		Week: 10/29/18	11/04/18	MTWTF--				2	\$100.00				
		Week: 11/05/18	11/11/18	-----				0	\$0.00				

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 17	WFRV	10/23/18	11/05/18	M-F 3p-4p	M-F 3p-4p		:30				NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-TWTF--				3	\$100.00				
		Week: 10/29/18	11/04/18	MTWTF--				3	\$100.00				
		Week: 11/05/18	11/11/18	-----				0	\$0.00				
N 18	WFRV	10/23/18	11/05/18	Local 5 News at 4:00	M-F 4p-5p		:30				NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-TWTF--				3	\$150.00				
		Week: 10/29/18	11/04/18	MTWTF--				3	\$150.00				
		Week: 11/05/18	11/11/18	-----				0	\$0.00				
N 19	WFRV	10/23/18	11/05/18	Local 5 News at 5:00	M-F 5p-5:30p		:30				NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-TWTF--				3	\$250.00				
		Week: 10/29/18	11/04/18	MTWTF--				3	\$250.00				
		Week: 11/05/18	11/11/18	-----				0	\$0.00				
N 20	WFRV	10/23/18	11/05/18	Wed Hour 3	Wed Hour 3		:30				NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	--W----				1	\$1,100.00				
		Week: 10/29/18	11/04/18	--W----				1	\$1,100.00				
		Week: 11/05/18	11/11/18	-----				0	\$0.00				
N 21	WFRV	10/23/18	11/05/18	Fri Hour 3	Fri Hour 3		:30				NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	----F--				1	\$1,100.00				
		Week: 10/29/18	11/04/18	----F--				1	\$1,100.00				
		Week: 11/05/18	11/11/18	-----				0	\$0.00				
N 22	WFRV	10/23/18	11/05/18	Sat Hour 1	Sat Hour 1		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-----S-				1	\$300.00				
		Week: 10/29/18	11/04/18	-----S-				1	\$300.00				
		Week: 11/05/18	11/11/18	-----				0	\$0.00				
N 23	WFRV	10/23/18	11/05/18	Sat Hour 2	Sat Hour 2		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-----S-				1	\$350.00				
		Week: 10/29/18	11/04/18	-----				0	\$0.00				
		Week: 11/05/18	11/11/18	-----				0	\$0.00				
N 24	WFRV	10/23/18	11/05/18	Sat Hour 3	Sat Hour 3		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/22/18	10/28/18	-----S-				2	\$500.00				
		Week: 10/29/18	11/04/18	-----				0	\$0.00				
		Week: 11/05/18	11/11/18	-----				0	\$0.00				
Totals								0.00				95	\$19,300.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	48	\$10,250.00	(\$1,537.50)	\$8,712.50
10/29/18 - 11/05/18	47	\$9,050.00	(\$1,357.50)	\$7,692.50
Totals	95	\$19,300.00	(\$2,895.00)	\$16,405.00

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1684895 /	

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10/23/18 - 11/05/18		

Advertiser	Original Date / Revision
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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:

WFRV - Green Bay

Date:

9-4-18

I, Edge Messaging

being/on behalf of: Brad Schime

a legally qualified candidate of the Republican

political party for the office of: Attorney General

in the General

election to be held on: November 6, 2018

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):

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

Schmel for Attorney General

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:

Deb Tio

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

9-4-18

Date

Bun [Signature]

Signature

Authorized
Media Buyer

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Jim Averson

Printed Name

CSM

Title