

CONTRACT



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

<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 Ref</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

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

*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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Contract Dates 10/23/18 - 11/05/18	Product	Estimate #
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Advertiser POL/Brad Schimel/Attorn	Original Date / Revision 09/19/18 / 10/09/18
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*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>				
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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<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Brad Schimel/Attorn	09/19/18 / 10/09/18

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
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I, Edge Messaging,
 being/on behalf of: Brad Schimel,
 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:

Schimmel 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 Foley Authorized Media Buyer

Signature

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected

[Signature]

Signature

Jim Averson

Printed Name

CSM

Title