

# CONTRACT



**WTMJ**  
**720 E. Capitol Drive**  
**Milwaukee, WI 53212**  
**(414) 332-9611**

<u>Contract / Revision</u> 1264236 /		<u>Alt Order #</u> WOC14527958
<u>Advertiser</u> <b>Baldwin/Democrat/US Senate</b>		<u>Original Date / Revision</u> 03/11/24 / 03/11/24
<u>Contract Dates</u> <b>03/12/24 - 03/18/24</b>	<u>Estimate #</u> <b>1415</b>	
<u>Product</u> <b>Political</b>		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WTMJ</b>	<u>Account Executive</u> Margie MacDonald	<u>Sales Office</u> EWS - Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> TV23059	<u>Advertiser Code</u> 91	<u>Product 1/2</u> 94
<u>Agency Ref</u> 131043	<u>Advertiser Ref</u> 203123	

And:

**Grassroots Media**  
**146 Montgomery Avenue**  
**Suite 201**  
**Bala Cynwyd, PA 19004**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WTMJ	03/12/24	03/18/24	6-7am Live at Daybreak	6-7am		:30			NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/12/24	03/18/24	11111--	5			\$125.00				
N 2	WTMJ	03/12/24	03/18/24	7-9am Today Show	7-9am		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/12/24	03/18/24	11111--	5			\$300.00				
N 3	WTMJ	03/12/24	03/18/24	M-F 3-4pm	3-4pm		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/12/24	03/18/24	11111--	5			\$200.00				
N 4	WTMJ	03/12/24	03/18/24	6-630pm Live at 6pm News	6-630pm		:30			NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/12/24	03/18/24	11111--	5			\$575.00				
N 5	WTMJ	03/12/24	03/18/24	Milwaukee Tonight	630-7pm		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/12/24	03/18/24	11111--	5			\$400.00				
N 6	WTMJ	03/12/24	03/18/24	M-F Live at 10pm News	10-1035pm		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/12/24	03/18/24	11111--	5			\$350.00				
N 7	WTMJ	03/12/24	03/17/24	SU Live at 10:30pm News	1037-11pm		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		03/11/24	03/17/24	-----1	1			\$700.00				
<b>Totals</b>											<b>31</b>	<b>\$10,450.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/26/24 - 03/18/24	31	\$10,450.00	(\$1,567.50)	\$8,882.50
<b>Totals</b>	<b>31</b>	<b>\$10,450.00</b>	<b>(\$1,567.50)</b>	<b>\$8,882.50</b>

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

We apply a 2.7% surcharge to all payments made using a credit card. Scripps does not receive any portion of this fee. We do not accept prepaid cards.

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. Two week advance cancellation notice is required unless otherwise specified.

Advertiser and Agency, jointly and severally, represent, warrant, and covenant that the advertising supplied to Station, including any music contained therein, is rights-cleared for exhibition, distribution, performance, and/or retransmission by broadcast television, including on a mobile DTV (ATSC M/H or successor standard) basis, and by any multichannel video programming distributor or any other video delivery system, including, but not limited to, streaming over the Internet or distribution on a TV-Everywhere-type and/or OTT basis, whether on a linear, video-on-demand, start-over, or look-back basis.

Please select the following link to review the E.W. Scripps Broadcast Terms and Conditions. <https://scripps.com/scripps-advertising-terms-and-conditions/>



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

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