



WLUK
787 Lombardi Ave
Green Bay, WI 54304

Media Buying and Analytics
2020 HOWELL MILL RD NW
SUITE D-348
ATLANTA, GA 30318-1732

Contract # 6056341

Schedule Dates 04/09/24-04/15/24

Advertiser Biden for President-D (27957)

Agency Media Buying and Analytics (19885)

Product POLITICAL CANDIDATE (ns) (1186)

Brand 1106/1347/11598 (2010422)

Salesperson Katz/DC, Washington DC (4022)

Sales Office Katz Washington DC

Buyer Name Heather Hartig,

Phone/Fax /

CPE 1106/1347/11598

Account Types National/Political Candidate Agency BRD

Billing Type Weekly/Irregular

Comments WI General CHRISTIAN CAMBEIRO

Separation: 30;PopulationBuyType: CPP

Date Entered 04/04/24

Last Modified 04/08/24

Entered By Christian Delos Santos

CO-OP No

External # ECR28388725

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$547.50

Net Total \$3,102.50

Sales Tax

Green Bay (WLUK)

By Broadcast Month

Apr. 2024

Spots 14

Rate \$3,650.00

Grand Total: 14 \$3,650.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	04/09/24-04/09/24	2	1:00	4:30A- News-Good Day Wisconsin 430a	1		1						1	\$150.00	\$150.00	Green Bay (WLUK)	GOOD DAY W430A	4/4/24
2.0	Normal Line / News (1)	04/10/24-04/10/24	2	1:00	4:30A- News-Good Day Wisconsin 430a				1					1	\$150.00	\$150.00	Green Bay (WLUK)	GOOD DAY W430A	4/4/24
3.0	Normal Line / SPOT (2)	04/15/24-04/15/24	2	1:00	9A- Live with Kelly	1								1	\$600.00	\$600.00	Green Bay (WLUK)	LVE-KELLY&MARK	4/4/24
4.0	Normal Line / SPOT (3)	04/09/24-04/09/24	2	1:00	10A- FOX 11 Living w Amy			1						1	\$400.00	\$400.00	Green Bay (WLUK)	FOX11 LVNG-AMY	4/4/24
5.0	Normal Line / SPOT (4)	04/11/24-04/11/24	2	1:00	1P- Jennifer Hudson					1				1	\$100.00	\$100.00	Green Bay (WLUK)	J HUDSON SHOW<	4/4/24
6.0	Normal Line / SPOT (5)	04/12/24-04/12/24	2	1:00	11:07P- Peoples Court						1			1	\$200.00	\$200.00	Green Bay (WLUK)	PEOPLES COURT<	4/4/24
7.0	Normal Line / SPOT (6)	04/15/24-04/15/24	2	1:00	9:30P- Seinfeld Saturday	1								1	\$150.00	\$150.00	Green Bay (WLUK)	INSIDE EDITTON<	4/4/24
8.0	Normal Line / SPOT (7)	04/13/24-04/13/24	2	1:00	9:30P- Seinfeld Saturday							1		1	\$250.00		Green Bay (WLUK)	FOX11NWS-9SA L/SEINFELD SA L	4/4/24
8.0.1	Preempt (7)	04/13/24															Green Bay (WLUK)	Marked as Did not Air/Spot - Did not air due to UFL overrun	
9.0	Normal Line / News (1)	04/12/24-04/12/24	2	1:00	4:30A- News-Good Day Wisconsin 430a							1		1	\$150.00	\$150.00	Green Bay (WLUK)	GOOD DAY W430A	4/8/24

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Green Bay (WLUK)		
By Broadcast Month	Spots	Rate
Apr. 2024	14	\$3,650.00
Grand Total:	14	\$3,650.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0	Normal Line / News (1)	04/15/24-04/15/24	2	1:00	4:30A- News-Good Day Wisconsin 430a	1	1							1	\$150.00	\$150.00	Green Bay (WLUK)	GOOD DAY W430A	4/8/24
11.0	Normal Line / SPOT (2)	04/11/24-04/11/24	2	1:00	9A- Live with Kelly					1				1	\$600.00	\$600.00	Green Bay (WLUK)	LVE-KELLY&MARK	4/8/24
12.0	Normal Line / SPOT (8)	04/10/24-04/10/24	2	1:00	11A- Dr Phil				1					1	\$200.00	\$200.00	Green Bay (WLUK)	dr phil	4/8/24
13.0	Normal Line / SPOT (8)	04/12/24-04/12/24	2	1:00	11A- Dr Phil					1				1	\$200.00	\$200.00	Green Bay (WLUK)	dr phil	4/8/24
14.0	Normal Line / SPOT (9)	04/11/24-04/11/24	2	1:00	10:35P- Seinfeld					1				1	\$300.00	\$300.00	Green Bay (WLUK)	seinfeld	4/8/24
15.0	Normal Line / SPOT (9)	04/15/24-04/15/24	2	1:00	10:35P- Seinfeld		1							1	\$300.00	\$300.00	Green Bay (WLUK)	seinfeld	4/8/24

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
 Accepted-Station: _____ Date: _____
 Comments: _____

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Shelli Hutton, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Joseph R Biden

Authorized committee:

Biden for President

Agency requesting time (and contact information):

N/A Media Buying & Analytics LLC, 4355 Cobb Pkwy SE Ste J489, Atlanta, GA 30339-4657

Candidate's political party:

Democratic

Office sought (no acronyms or abbreviations):

Presidential

Date of election:

04/02/2024

General

Primary

Treasurer of candidate's authorized committee:

Keana Spencer

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion 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.

Candidate/Committee/Agency

Station Representative

Signature:

Shelli Hutton

Name: Shelli Hutton

Date of Request to Purchase Ad Time: 03/25/2024

Signature:

Chris Sack

Digitally signed by Chris Sack
Date: 2024.03.25 10:26:48 -05'00'

Name: Chris Sack

Date of Station Agreement to Sell Time: 4/4/24

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) 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 or if 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.

Candidate/Authorized Committee/Agency

Signature:

Shelli Hutton

Name: Shelli Hutton

Date: 03/25/2024

TO BE COMPLETED BY STATION ONLYAd submitted to Station? Yes No Date ad received: 4/1/24**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**Federal candidate certification signed (above): Yes No N/A

Disposition:

 Accepted Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)* Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: 6056341	Station Call Letters: WLUK	Date Received/Requested: 4/4/24
Est. #: 11598	Station Location: Green Bay, WI	Run Start and End Dates: 4/9/24-4/15/24

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

11598

BFP6024004H "For You"