CONTRACT

WEAU
1907 S. Hastings Way
Eau Claire, WI 54701
(715) 835-1313

And:

Shorr Johnson Magnus
100 N 20th Street STE 201
Philadelphia, PA 19103

Contract / Revision	Alt Order #
882470 /	WOC11325270

Product
General

Contract Dates	Estimate #
07/24/18 - 07/30/18	**247**

Advertiser	Original Date / Revision
Tammy Baldwin	07/23/18 / 07/23/18

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Property	**Account Executive**	**Sales Office**
WEAU	Jami Clish	Eau Claire Natic

Special Handling

Demographic
Adults 35+

Agy Code	Advertiser Code	Product 1/2
	8	8

Agency Ref	Advertiser Ref
4189	148465

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WEAU	07/24/18	07/30/18	Today Show	7:00 AM-9:00 AM		:30				NM	10	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		07/24/18	07/30/18	22222--	10	$200.00							
N 2	WEAU	07/24/18	07/30/18	Hello Wisconsin @ 6a	6:00 AM-7:00 AM		:30				NM	5	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		07/24/18	07/30/18	11111--	5	$200.00							
N 3	WEAU	07/24/18	07/30/18	WEAU 13 News @ Noon	12:00 PM-12:30 PM		:30				NM	5	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		07/24/18	07/30/18	11111--	5	$100.00							
N 4	WEAU	07/24/18	07/30/18	Jeopardy M-F	4:30 PM-5:00 PM		:30				NM	5	$450.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		07/24/18	07/30/18	11111--	5	$90.00							
N 5	WEAU	07/24/18	07/30/18	WEAU 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	5	$2,250.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		07/24/18	07/30/18	11111--	5	$450.00							
N 6	WEAU	07/24/18	07/28/18	WEAU 13 News @ 6p Sat	6:00 PM-6:30 PM		:30				NM	1	$150.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		07/23/18	07/29/18	-----1-	1	$150.00							
N 7	WEAU	07/24/18	07/27/18	WEAU 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	3	$825.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		07/23/18	07/29/18	--111--	3	$275.00							
N 8	WEAU	07/24/18	07/30/18	Wheel of Fortune M-F	6:30 PM-7:00 PM		:30				NM	5	$2,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		07/24/18	07/30/18	11111--	5	$500.00							
N 9	WEAU	07/24/18	07/28/18	Wheel of Fortune Sa	6:30 PM-7:00 PM		:30				NM	1	$225.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		07/23/18	07/29/18	-----1-	1	$225.00							
N 10	WEAU	07/24/18	07/28/18	Wheel of Fortune Sa	6:30 PM-7:00 PM		:30				NM	2	$585.00
		Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:		07/23/18	07/29/18	-----1-	1	$85.00							

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

This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising

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Eau Claire, WI 54701
(715) 835-1313

Contract / Revision	Alt Order #
882470 /	WOC11325270

Contract Dates	Product	Estimate #
07/24/18 - 07/30/18	General	**247**

Advertiser	Original Date / Revision
Tammy Baldwin	07/23/18 / 07/23/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 11	WEAU	07/24/18	07/24/18	Tuesday Prime 2 Hour	7:00 PM-9:00 PM		:30				NM	0	$0.00
N 12	WEAU	07/24/18	07/30/18	WEAU 13 News @ 10p M-F	10:00 PM-10:35 PM		:30				NM	5	$2,000.00
N 13	WEAU	07/24/18	07/29/18	WEAU 13 News @ 10p Sun	10:00 PM-10:35 PM		:30				NM	1	$450.00
N 14	WEAU	07/24/18	07/28/18	WEAU 13 News @ 10p Sat	10:00 PM-10:30 PM		:30				NM	1	$300.00
N 15	WEAU	07/24/18	07/28/18	Weekend Rotator	5:00 PM-5:30 PM		:30				NM	1	$150.00
N 16	WEAU	07/24/18	07/28/18	Sa Today	7:00 AM-9:00 AM		:30				NM	1	$130.00
N 17	WEAU	07/24/18	07/29/18	Su Today	7:00 AM-8:00 AM		:30				NM	1	$130.00
				Totals			0.00					52	$13,645.00

Line	Start Date	End Date	Weekdays	Spots/Week	Rate
N 11 Week:	07/23/18	07/29/18	-1-----	1	$500.00
N 12 Week:	07/24/18	07/30/18	11111--	5	$400.00
N 13 Week:	07/23/18	07/29/18	------1	1	$450.00
N 14 Week:	07/23/18	07/29/18	-----1-	1	$300.00
N 15 Week:	07/23/18	07/29/18	-----1-	1	$150.00
N 16 Week:	07/23/18	07/29/18	-----1-	1	$130.00
N 17 Week:	07/23/18	07/29/18	------1	1	$130.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	WEAU	07/23/18-07/29/18	*Wheel of Fortune Sa*	*6:30 PM-7:00 PM*	-------Sa--	*:30*	*~~$85.00~~*	*NM*
		See MG 10.2,10.3						
2	WEAU	07/23/18-07/29/18	Saturday Prime 2 Hour	8:00 PM-10:00 PM	-------Sa--	:30	$300.00	NM
Ⓜ	MG for 11.1,10.1							
3	WEAU	07/23/18-07/29/18	Saturday Prime 2 Hour	8:00 PM-10:00 PM	-------Sa--	:30	$285.00	NM
Ⓜ	MG for 11.1,10.1							
1	WEAU	07/23/18-07/29/18	*Tuesday Prime 2 Hour*	*7:00 PM-9:00 PM*	-Tu--------	*:30*	*~~$500.00~~*	*NM*
		See MG 10.2,10.3						

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/25/18 -07/29/18	44	$11,505.00	($1,725.75)	$9,779.25
07/30/18 -07/30/18	8	$2,140.00	($321.00)	$1,819.00
Totals	52	$13,645.00	($2,046.75)	$11,598.25

Signature: _____ **Date:** _____

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