



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

CONTRACT

<u>Contract / Revision</u> 872808 /		<u>Alt Order #</u> WOC11026513
<u>Product</u> General		
<u>Contract Dates</u> 07/03/18 - 07/09/18		<u>Estimate #</u> 221
<u>Advertiser</u> Tammy Baldwin		<u>Original Date / Revision</u> 07/03/18 / 07/05/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WEAU	<u>Account Executive</u> Jami Clish	<u>Sales Office</u> Eau Claire Nation
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
	8	8
<u>Agency Ref</u> 4189		<u>Advertiser Ref</u> 148465

And:

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

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WEAU	07/03/18	07/09/18	Today Show	7:00 AM-9:00 AM		:30				NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/03/18	07/09/18	1--11--				3	\$200.00				
N 2	WEAU	07/03/18	07/09/18	Hello Wisconsin @ 6a	6:00 AM-7:00 AM		:30				NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/03/18	07/09/18	1--11--				3	\$200.00				
N 3	WEAU	07/03/18	07/09/18	Jeopardy M-F	4:30 PM-5:00 PM		:30				NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/03/18	07/09/18	1--11--				3	\$90.00				
N 4	WEAU	07/03/18	07/07/18	WEAU 13 News @ 6p Sat	6:00 PM-6:30 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/02/18	07/08/18	-----1-				1	\$150.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WEAU	07/02/18-07/08/18	WEAU 13 News @ 6p Sat	6:00 PM-6:30 PM	-----Sa--	:30		\$150.00		NM		
	See MG 5.2												
	Nascar												
N 5	WEAU	07/03/18	07/07/18	Wheel of Fortune Sa	6:30 PM-7:00 PM		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/02/18	07/08/18	-----1-				1	\$225.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WEAU	07/02/18-07/08/18	Wheel of Fortune Sa	6:30 PM-7:00 PM	-----Sa--	:30		\$225.00		NM		
	See MG 5.2												
	Nascar												
	2	WEAU	07/09/18-07/09/18	WEAU 13 News @ 5p	5p-530p	M-----	:30		\$375.00		NM		
	Ⓜ MG for 4.1,5.1												
N 6	WEAU	07/03/18	07/09/18	Wheel of Fortune M-F	6:30 PM-7:00 PM		:30				NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/03/18	07/09/18	1--11--				3	\$500.00				
N 7	WEAU	07/03/18	07/09/18	WEAU 13 News @ 10p M-F	10:00 PM-10:35 PM		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/03/18	07/09/18	1--11--				3	\$400.00				
N 8	WEAU	07/03/18	07/07/18	WEAU 13 News @ 10p Sat	10:00 PM-10:30 PM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/02/18	07/08/18	-----1-				1	\$300.00				
N 9	WEAU	07/03/18	07/08/18	WEAU 13 News @ 10p Sun	10:00 PM-10:35 PM		:30				NM	1	\$450.00

(* 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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*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:		07/02/18	07/08/18	-----1				1	\$450.00				
N 10	WEAU	07/03/18	07/07/18	Sa Today	7:00 AM-9:00 AM		:30				NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/02/18	07/08/18	-----1-				1	\$130.00				
N 11	WEAU	07/03/18	07/07/18	Weekend Rotator	5:00 PM-5:30 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/02/18	07/08/18	-----1-				1	\$150.00				
N 12	WEAU	07/03/18	07/08/18	Su Today	7:00 AM-8:00 AM		:30				NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/02/18	07/08/18	-----1				1	\$130.00				
Totals								0.00				21	\$5,705.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/25/18 - 07/09/18	21	\$5,705.00	(\$855.75)	\$4,849.25
Totals	21	\$5,705.00	(\$855.75)	\$4,849.25

Signature: _____ **Date:** _____

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