



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

CONTRACT

<u>Contract / Revision</u> 872372 /		<u>Alt Order #</u> WOC11026040
<u>Product</u> General		
<u>Contract Dates</u> 09/25/18 - 10/01/18	<u>Estimate #</u> 214	
<u>Advertiser</u> Tammy Baldwin		<u>Original Date / Revision</u> 07/02/18 / 07/26/18
<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 Natio
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Ref</u> 4189	<u>Advertiser Ref</u> 148465	
<u>Agency Code</u>	<u>Advertiser Code</u> 8	<u>Product 1/2</u> 8

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	09/25/18	10/01/18	Hello Wisconsin @ 5a	5:00 AM-5:30 AM		:30				NM	5	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/25/18	10/01/18	11111--	5			\$45.00					
N 2	WEAU	09/25/18	10/01/18	Today Show	7:00 AM-9:00 AM		:30				NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/25/18	10/01/18	22222--	10			\$250.00					
N 3	WEAU	09/25/18	10/01/18	Hello Wisconsin @ 530a	5:30 AM-6:00 AM		:30				NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/25/18	10/01/18	11111--	5			\$75.00					
N 4	WEAU	09/25/18	10/01/18	Hello Wisconsin @ 6a	6:00 AM-7:00 AM		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/25/18	10/01/18	11111--	5			\$250.00					
N 5	WEAU	09/25/18	09/29/18	WEAU 13 News @ 6p Sat	6:00 PM-6:30 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:		09/24/18	09/30/18	-----1-	1			\$150.00					
N 6	WEAU	09/25/18	10/01/18	WEAU 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/25/18	10/01/18	11-1---	3			\$275.00					
N 7	WEAU	09/25/18	09/28/18	WEAU 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/24/18	09/30/18	--111--	3			\$450.00					
N 8	WEAU	09/25/18	09/29/18	Wheel of Fortune Sa	6:30 PM-7:00 PM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/24/18	09/30/18	-----1-	1			\$225.00					
N 9	WEAU	09/25/18	10/01/18	Wheel of Fortune M-F	6:30 PM-7:00 PM		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/25/18	10/01/18	11111--	5			\$500.00					
N 10	WEAU	09/25/18	09/26/18	Wednesday Prime Hr 2	8:00 PM-9:00 PM		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/24/18	09/30/18	--1----	1			\$675.00					
N 11	WEAU	09/25/18	10/01/18	Monday Prime 2 Hour	6:58 PM-9:00 PM		:30				NM	2	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/25/18	10/01/18	2-----	2			\$825.00					
N 12	WEAU	09/25/18	09/25/18	Tuesday Prime Hr 1	6:58 PM-8:00 PM		:30				NM	1	\$825.00

(* 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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		<u>Estimate #</u> 214
<u>Advertiser</u> Tammy Baldwin		<u>Original Date / Revision</u> 07/02/18 / 07/26/18

*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:		09/24/18	09/30/18	-1-----				1	\$825.00				
N 13	WEAU	09/25/18	09/25/18	Tuesday Prime Hr 2	8:00 PM-9:00 PM		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-1-----				1	\$1,600.00				
N 14	WEAU	09/25/18	10/01/18	The Tonight Show	10:35 PM-11:35 PM		:30				NM	5	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/25/18	10/01/18	11111--				5	\$130.00				
N 15	WEAU	09/25/18	10/01/18	WEAU 13 News @ 10p M-F	10:00 PM-10:35 PM		: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:		09/25/18	10/01/18	11111--				5	\$400.00				
N 16	WEAU	09/25/18	09/29/18	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:		09/24/18	09/30/18	-----1-				1	\$300.00				
N 17	WEAU	09/25/18	09/30/18	WEAU 13 News @ 10p Sun	10:00 PM-10:35 PM		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----1				1	\$450.00				
	<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	09/24/18-09/30/18	WEAU 13 News @ 10p Sun	10:00 PM-10:35 PM	-----Su	:30		\$450.00		NM		
	See MG 17.2												
	2	WEAU	09/25/18-09/25/18	WEAU 13 News @ 6p	6p-630	-Tu-----	:30		\$450.00		NM		
	Ⓜ MG for 17.1 09/30												
N 18	WEAU	09/25/18	09/30/18	Late Run 13 News @ 10p	Various		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----1				1	\$225.00				
N 19	WEAU	09/25/18	09/29/18	Sa Today	7:00 AM-9:00 AM		:30				NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----2-				2	\$130.00				
N 20	WEAU	09/25/18	09/30/18	Su Today	7:00 AM-8:00 AM		:30				NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----2				2	\$130.00				
N 21	WEAU	09/25/18	09/29/18	Saturday Night Live	10:30 PM-12:00 AM		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----1-				1	\$225.00				
							Totals	0.00				61	\$18,520.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/27/18 - 09/30/18	50	\$14,695.00	(\$2,204.25)	\$12,490.75
10/01/18 - 10/01/18	11	\$3,825.00	(\$573.75)	\$3,251.25
Totals	61	\$18,520.00	(\$2,778.00)	\$15,742.00

Signature: _____ Date: _____