



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

CONTRACT

<u>Contract / Revision</u> 830724 /		<u>Alt Order #</u> WOC10959395
<u>Product</u> General		
<u>Contract Dates</u> 05/08/18 - 05/14/18		<u>Estimate #</u> 132
<u>Advertiser</u> Tammy Baldwin		<u>Original Date / Revision</u> 05/07/18 / 05/08/18
<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>Total Ratings</u> 189.50
<u>Agcy Code</u>	<u>Advertiser Code</u> 8	<u>Product 1/2</u> 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	05/08/18	05/14/18	Today Show	7:00 AM-9:00 AM		1:00				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/08/18	05/14/18	11111--				5	\$300.00	5.10			
N 2	WEAU	05/08/18	05/14/18	Hello Wisconsin @ 6a	6:00 AM-7:00 AM		1:00				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/08/18	05/14/18	11111--				5	\$300.00	4.10			
N 3	WEAU	05/08/18	05/14/18	WEAU 13 News @ Noon	12:00 PM-12:30 PM		1:00				NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/08/18	05/14/18	11111--				5	\$200.00	3.90			
N 4	WEAU	05/08/18	05/12/18	WEAU 13 News @ 6p Sat	6:00 PM-6:30 PM		1:00				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----1-				1	\$300.00	7.20			
	<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>Rtg</u>	<u>Type</u>		
	1	WEAU	05/07/18-05/13/18	WEAU 13 News @ 6p Sat	6:00 PM-6:30 PM	-----Sa--	1:00		\$300.00	7.20	NM		
	See MG 4.2												
	2	WEAU	05/14/18-05/14/18	Today Show	7a-9a	M-----	1:00		\$300.00	7.20	NM		
	Ⓜ MG for 4.1 05/12												
N 5	WEAU	05/08/18	05/14/18	WEAU 13 News @ 5p	5:00 PM-5:30 PM		1:00				NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/08/18	05/14/18	11111--				5	\$550.00	6.90			
N 6	WEAU	05/08/18	05/14/18	Wheel of Fortune M-F	6:30 PM-7:00 PM		1:00				NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/08/18	05/14/18	11111--				5	\$1,000.00	9.10			
N 7	WEAU	05/08/18	05/09/18	Wednesday Prime Hr 1	7:00 PM-8:00 PM		1:00				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	--1----				1	\$900.00	4.40			
N 8	WEAU	05/08/18	05/14/18	WEAU 13 News @ 10p M-F	10:00 PM-10:35 PM		1:00				NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/08/18	05/14/18	111----				3	\$800.00	8.60			
	<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>Rtg</u>	<u>Type</u>		
	2	WEAU	05/08/18-05/14/18	WEAU 13 News @ 10p M-F	10:00 PM-10:35 PM	TuW-----	1:00		\$800.00	8.60	NM		
	See MG 8.4												
	4	WEAU	05/13/18-05/13/18	WEAU 13 News @ 10p Sun	10p-1035p	-----Su	1:00		\$800.00	8.60	NM		
	Ⓜ MG for 8.2 05/09												
N 9	WEAU	05/08/18	05/12/18	Sa Today	7:00 AM-9:00 AM		1:00				NM	1	\$260.00

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

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



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

<u>Contract / Revision</u> 830724 /		<u>Alt Order #</u> WOC10959395
<u>Contract Dates</u> 05/08/18 - 05/14/18		<u>Product</u> General
<u>Advertiser</u> Tammy Baldwin		<u>Estimate #</u> 132
		<u>Original Date / Revision</u> 05/07/18 / 05/08/18

*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>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----1-				1	\$260.00	3.50			
N 10	WEAU	05/08/18	05/13/18	Su Today	7:00 AM-8:00 AM		1:00				NM	1	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/07/18	05/13/18	-----1				1	\$260.00	3.10			
Totals								189.50				32	\$15,870.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/30/18 - 05/14/18	32	\$15,870.00	(\$2,380.50)	\$13,489.50
Totals	32	\$15,870.00	(\$2,380.50)	\$13,489.50

Signature: _____ **Date:** _____

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

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