



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

CONTRACT

<u>Contract / Revision</u> 872326 /		<u>Alt Order #</u> WOC11026051
<u>Product</u> General		
<u>Contract Dates</u> 09/11/18 - 09/17/18		<u>Estimate #</u> 216
<u>Advertiser</u> Tammy Baldwin		<u>Original Date / Revision</u> 07/02/18 / 09/13/18
<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>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	09/11/18	09/17/18	Hello Wisconsin @ 5a	5:00 AM-5:30 AM		:30				NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/11/18	09/17/18	11-1---	3			\$60.00					
N 2	WEAU	09/11/18	09/17/18	Today Show	7:00 AM-9:00 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:		09/11/18	09/17/18	11111--	5			\$250.00					
N 3	WEAU	09/11/18	09/14/18	Hello Wisconsin @ 530a	5:30 AM-6:00 AM		:30				NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/10/18	09/16/18	-1-11--	3			\$100.00					
N 4	WEAU	09/11/18	09/17/18	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:		09/11/18	09/17/18	11111--	5			\$250.00					
N 5	WEAU	09/11/18	09/15/18	WEAU 13 News @ 6p Sat	6:00 PM-6:30 PM		:30				NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/10/18	09/16/18	-----1-	1			\$180.00					
N 6	WEAU	09/11/18	09/17/18	WEAU 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	3	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/11/18	09/17/18	11-1---	3			\$370.00					
N 7	WEAU	09/11/18	09/14/18	WEAU 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/10/18	09/16/18	--111--	3			\$600.00					
N 8	WEAU	09/11/18	09/15/18	Wheel of Fortune Sa	6:30 PM-7:00 PM		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/10/18	09/16/18	-----1-	1			\$200.00					
N 9	WEAU	09/11/18	09/17/18	Wheel of Fortune M-F	6:30 PM-7:00 PM		:30				NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/11/18	09/17/18	11111--	5			\$600.00					
	<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>		
	5	WEAU	09/11/18-09/17/18	Wheel of Fortune M-F	6:30 PM-7:00 PM	MTuWThF----	:30		\$600.00		NM		
				See MG 9.6									
	6	WEAU	09/14/18-09/14/18	Friday Prime Hr 3	9p-10p	-----F----	:30		\$600.00		NM		
				MG for 9.5 09/17									
N 10	WEAU	09/11/18	09/17/18	The Tonight Show	10:35 PM-11:35 PM		:30				NM	3	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		09/11/18	09/17/18	11-1---	3			\$170.00					

(* 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>Contract Dates</u> 09/11/18 - 09/17/18	<u>Product</u> General	<u>Estimate #</u> 216
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<u>Advertiser</u> Tammy Baldwin	<u>Original Date / Revision</u> 07/02/18 / 09/13/18
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 11	WEAU	09/11/18	09/17/18	WEAU 13 News @ 10p M-F	10:00 PM-10:35 PM		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/11/18	09/17/18	11111--				5	\$700.00				
N 12	WEAU	09/11/18	09/15/18	WEAU 13 News @ 10p Sat	10:00 PM-10:30 PM		:30				NM	1	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/18	09/16/18	-----1-				1	\$380.00				
N 13	WEAU	09/11/18	09/16/18	WEAU 13 News @ 10p Sun	10:00 PM-10:35 PM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/18	09/16/18	-----1				1	\$600.00				
	<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	09/10/18-09/16/18	WEAU 13 News @ 10p Sun	10:00 PM-10:35 PM	-----Su	:30		\$450.00		NM		
	See MG 13.2												
	2	WEAU	09/11/18-09/11/18	WEAU 13 News @ 6p	6p-630	-Tu-----	:30		\$600.00		NM		
	Ⓜ MG for 13.1 09/16												
N 14	WEAU	09/11/18	09/16/18	Late Run 13 News @ 10p			:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/18	09/16/18	-----1				1	\$300.00				
N 15	WEAU	09/11/18	09/15/18	Sa Today	7:00 AM-9:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/18	09/16/18	-----1-				1	\$150.00				
N 16	WEAU	09/11/18	09/16/18	Su Today	7:00 AM-8:00 AM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/18	09/16/18	-----1				1	\$150.00				
N 17	WEAU	09/11/18	09/15/18	Saturday Night Live	10:30 PM-12:00 AM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/10/18	09/16/18	-----1-				1	\$300.00				
Totals								0.00				43	\$15,160.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/27/18 - 09/17/18	43	\$15,160.00	(\$2,274.00)	\$12,886.00
Totals	43	\$15,160.00	(\$2,274.00)	\$12,886.00

Signature: _____ **Date:** _____