



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

CONTRACT

<u>Contract / Revision</u> 886834 /		<u>Alt Order #</u> WOC11762444
<u>Product</u> General		
<u>Contract Dates</u> 07/31/18 - 08/06/18		<u>Estimate #</u> 261
<u>Advertiser</u> Tammy Baldwin		<u>Original Date / Revision</u> 07/30/18 / 08/01/18
<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> 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	07/31/18	08/06/18	Today Show	7:00 AM-9:00 AM		:30				NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/31/18	08/06/18	22222--				10	\$200.00				
N 2	WEAU	07/31/18	08/06/18	Hello Wisconsin @ 6a	6:00 AM-7:00 AM		:30				NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/31/18	08/06/18	21111--				6	\$200.00				
N 3	WEAU	07/31/18	08/06/18	WEAU 13 News @ Noon	12:00 PM-12:30 PM		:30				NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/31/18	08/06/18	1--11--				3	\$100.00				
N 4	WEAU	07/31/18	08/06/18	Jeopardy M-F	4:30 PM-5:00 PM		:30				NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/31/18	08/06/18	11111--				5	\$90.00				
N 5	WEAU	07/31/18	08/06/18	WEAU 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/31/18	08/06/18	11111--				5	\$450.00				
N 6	WEAU	07/31/18	08/04/18	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:	07/30/18	08/05/18	-----1-				1	\$150.00				
N 7	WEAU	07/31/18	08/06/18	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:	07/31/18	08/06/18	1--11--				3	\$275.00				
N 8	WEAU	07/31/18	08/06/18	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:	07/31/18	08/06/18	11111--				5	\$500.00				
N 9	WEAU	07/31/18	08/04/18	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:	07/30/18	08/05/18	-----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	07/30/18-08/05/18	Wheel of Fortune Sa	6:30 PM-7:00 PM	-----Sa--	:30		\$225.00		NM		
	See MG 9.2												
	2	WEAU	07/30/18-08/05/18	Saturday Night Live	1030p-12a	-----Sa--	:30		\$225.00		NM		
	Ⓜ MG for 9.1 08/04												
N 10	WEAU	07/31/18	07/31/18	Tuesday Prime 2 Hour	6:58 PM-9:00 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:	07/30/18	08/05/18	-1-----				1	\$500.00				

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<u>Contract Dates</u> 07/31/18 - 08/06/18	<u>Product</u> General	<u>Estimate #</u> 261
<u>Advertiser</u> Tammy Baldwin		<u>Original Date / Revision</u> 07/30/18 / 08/01/18

*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>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	07/30/18-08/05/18	Tuesday Prime 2 Hour	6:58 PM-9:00 PM	-Tu-----	:30		\$500.00		NM		
See MG 13.2,13.3													
N 11	WEAU	07/31/18	08/03/18	Friday Prime Hr 3	9:00 PM-10:00 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:		07/30/18	08/05/18	----1--				1	\$450.00				
N 12	WEAU	07/31/18	08/02/18	Thursday Prime Hr 1	7:00 PM-8:00 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:		07/30/18	08/05/18	---1---				1	\$500.00				
	<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	07/30/18-08/05/18	Thursday Prime Hr 1	7:00 PM-8:00 PM	----Th----	:30		\$500.00		NM		
See MG 13.2,13.3													
N 13	WEAU	07/31/18	08/05/18	Sunday Prime Hr 1	6:00 PM-7:00 PM		:30				NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/30/18	08/05/18	-----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	07/30/18-08/05/18	Sunday Prime Hr 1	6:00 PM-7:00 PM	-----Su	:30		\$150.00		NM		
See MG 13.2,13.3													
	2	WEAU	07/30/18-08/05/18	Saturday Prime Hr 1	7p-8p	-----Sa--	:30		\$1,000.00		NM		
Ⓜ MG for 10.1,12.1,13.1													
	3	WEAU	08/01/18-08/05/18	Megyn Kelly Today	Megyn Kelly Today	---WThF----	:30		\$150.00		NM		
Ⓜ MG for 10.1,12.1,13.1													
N 14	WEAU	07/31/18	08/06/18	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:		07/31/18	08/06/18	11111--				5	\$400.00				
N 15	WEAU	07/31/18	08/05/18	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:		07/30/18	08/05/18	-----1				1	\$450.00				
N 16	WEAU	07/31/18	08/04/18	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:		07/30/18	08/05/18	-----1-				1	\$300.00				
N 17	WEAU	07/31/18	08/06/18	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:		07/31/18	08/06/18	2--12--				5	\$130.00				
N 18	WEAU	07/31/18	08/04/18	Weekend Rotator	5:00 PM-5:30 PM		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/30/18	08/05/18	-----1-				1	\$75.00				
N 19	WEAU	07/31/18	08/04/18	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:		07/30/18	08/05/18	-----2-				2	\$130.00				
N 20	WEAU	07/31/18	08/05/18	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:		07/30/18	08/05/18	-----2				2	\$130.00				
N 21	WEAU	08/01/18	08/06/18	Hello Wisconsin @ 6a	6a-7a		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/30/18	08/05/18	--WTF--				1	\$200.00				
Week:		08/06/18	08/12/18	M-----				1	\$200.00				
Totals								0.00				61	\$15,895.00

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Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/30/18 - 08/06/18	61	\$15,895.00	(\$2,384.25)	\$13,510.75
Totals	61	\$15,895.00	(\$2,384.25)	\$13,510.75

Signature: _____ **Date:** _____

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