



WXOW-WQOW  
PO Box 3119  
LaCrosse, WI 54602-3119

Total Video Placements  
PO BOX 86  
MOUNT VERNON, VA 22121-0086

**Contract #** 64104  
**Schedule Dates** 05/07/24-05/13/24  
**Advertiser** Fix Washington PAC (10472)  
**Agency** Total Video Placements (2761)  
**Product** Political - Issues/Propositions (1152)  
**Brand** POLITICAL-ISSUE (3567)  
**Salesperson** Katz Washington DC, Katz Washington DC (1035)  
**Sales Office** Katz Washington DC  
**Buyer Name** Martin,Brennan,  
**Phone/Fax** /  
**CPE** 655/874/5342  
**Account Types** National/Political Issue - Agency  
**Billing Type** Standard  
**Comments** WI-SEN 2024  
 Separation: 15;PopulationBuyType: CPP

**Date Entered** 05/06/24  
**Last Modified** 05/07/24  
**Entered By** Deb Simonis  
**CO-OP** No  
**External #** ECR28397979  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$4,016.25  
**Net Total** \$22,758.75  
**Sales Tax**

La Crosse ABC Combo (XQ)		
By Broadcast Month	Spots	Rate
May. 2024	54	\$26,775.00
<b>Grand Total:</b>	<b>54</b>	<b>\$26,775.00</b>

## INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 47.0	Unapproved (NewL) / SPOT	05/11/24-05/11/24	1	:30	6A- 7A (CST)							1		1	\$500.00	\$500.00	La Crosse ABC Combo (XQ)	MKGD FOR MIDDAY	5/7/24
Est 48.0	Unapproved (NewL) / SPOT	05/11/24-05/11/24	1	:30	7A- 9A (CST)							1		1	\$500.00	\$500.00	La Crosse ABC Combo (XQ)	MKGD FOR MIDDAY	5/7/24
Est 49.0	Unapproved (NewL) / SPOT	05/10/24-05/10/24	1	:30	5A- 6A (CST)					1				1	\$250.00	\$250.00	La Crosse ABC Combo (XQ)	MKGD FOR MIDDAY	5/7/24
1.0	Normal Line / SPOT	05/07/24-05/07/24	1	:30	5A- 6A (CST)			1						1	\$300.00	\$300.00	La Crosse ABC Combo (XQ)	Daybreak 1313601 Index: 98	5/6/24
2.0	Normal Line / SPOT	05/08/24-05/08/24	1	:30	5A- 6A (CST)				1					1	\$300.00	\$300.00	La Crosse ABC Combo (XQ)	Daybreak 1313601 Index: 98	5/6/24
3.0	Normal Line / SPOT	05/09/24-05/09/24	1	:30	5A- 6A (CST)					1				1	\$300.00	\$300.00	La Crosse ABC Combo (XQ)	Daybreak 1313601 Index: 98	5/6/24
4.0	Normal Line / SPOT	05/10/24-05/10/24	1	:30	5A- 6A (CST)						1			1	\$300.00	\$300.00	La Crosse ABC Combo (XQ)	Daybreak 1313601 Index: 98	5/6/24
5.0	Normal Line / SPOT	05/13/24-05/13/24	1	:30	5A- 6A (CST)		1							1	\$300.00	\$300.00	La Crosse ABC Combo (XQ)	Daybreak 1313601 Index: 98	5/6/24
6.0	Normal Line / SPOT	05/07/24-05/07/24	1	:30	6A- 7A (CST)			1						1	\$500.00	\$500.00	La Crosse ABC Combo (XQ)	Daybreak 1313601 Index: 96	5/6/24
7.0	Normal Line / SPOT	05/08/24-05/08/24	1	:30	6A- 7A (CST)				1					1	\$500.00	\$500.00	La Crosse ABC Combo (XQ)	Daybreak 1313601 Index: 96	5/6/24

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**Sales Office** Katz Washington DC  
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**Phone/Fax** /  
**CPE** 655/874/5342  
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**Billing Type** Standard  
**Comments** WI-SEN 2024  
 Separation: 15;PopulationBuyType: CPP

**Date Entered** 05/06/24  
**Last Modified** 05/07/24  
**Entered By** Deb Simonis  
**CO-OP** No  
**External #** ECR28397979  
**Demo**  
**Order Type** Normal  
**Package Deal**  
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**Commission** \$4,016.25  
**Net Total** \$22,758.75  
**Sales Tax**

La Crosse ABC Combo (XQ)		
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May. 2024	54	\$26,775.00
<b>Grand Total:</b>	<b>54</b>	<b>\$26,775.00</b>

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Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
8.0	Normal Line / SPOT	05/09/24-05/09/24	1	:30	6A- 7A (CST)					1				1	\$500.00	\$500.00	La Crosse ABC Combo (XQ)	Daybreak 1313601 Index: 96	5/6/24
9.0	Normal Line / SPOT	05/10/24-05/10/24	1	:30	6A- 7A (CST)						1			1	\$500.00	\$500.00	La Crosse ABC Combo (XQ)	Daybreak 1313601 Index: 96	5/6/24
10.0	Normal Line / SPOT	05/13/24-05/13/24	1	:30	6A- 7A (CST)		1							1	\$500.00	\$500.00	La Crosse ABC Combo (XQ)	Daybreak 1313601 Index: 96	5/6/24
11.0	Normal Line / SPOT	05/07/24-05/07/24	1	:30	7A- 9A (CST)			2						2	\$500.00	\$1,000.00	La Crosse ABC Combo (XQ)	Good Morning America 1313601 Index: 96	5/6/24
12.0	Normal Line / SPOT	05/08/24-05/08/24	1	:30	7A- 9A (CST)				2					2	\$500.00	\$1,000.00	La Crosse ABC Combo (XQ)	Good Morning America 1313601 Index: 96	5/6/24
13.0	Normal Line / SPOT	05/09/24-05/09/24	1	:30	7A- 9A (CST)					2				2	\$500.00	\$1,000.00	La Crosse ABC Combo (XQ)	Good Morning America 1313601 Index: 96	5/6/24
14.0	Normal Line / SPOT	05/10/24-05/10/24	1	:30	7A- 9A (CST)						2			2	\$500.00	\$1,000.00	La Crosse ABC Combo (XQ)	Good Morning America 1313601 Index: 96	5/6/24
15.0	Normal Line / SPOT	05/13/24-05/13/24	1	:30	7A- 9A (CST)		2							2	\$500.00	\$1,000.00	La Crosse ABC Combo (XQ)	Good Morning America 1313601 Index: 96	5/6/24
16.0	Normal Line / SPOT	05/11/24-05/11/24	1	:30	6A- 7A (CST)							1		1	\$500.00	\$500.00	La Crosse ABC Combo (XQ)	Wake Up Wisconsin 1313601 Index: 94	5/6/24

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17.0	Normal Line / SPOT	05/11/24-05/11/24	1	:30	7A- 8A (CST)							1		1	\$500.00	\$500.00	La Crosse ABC Combo (XQ)	Good Morning America 1313601 Index: 95	5/6/24
18.0	Normal Line / SPOT	05/12/24-05/12/24	1	:30	5:30A- 6A (CST)								1	1	\$75.00	\$75.00	La Crosse ABC Combo (XQ)	Upfront with Mike Gousha 1313601 Index: 87	5/6/24
19.0	Normal Line / SPOT	05/12/24-05/12/24	1	:30	6A- 7A (CST)								1	1	\$500.00	\$500.00	La Crosse ABC Combo (XQ)	Wake Up Wisconsin 1313601 Index: 94	5/6/24
20.0	Normal Line / SPOT	05/12/24-05/12/24	1	:30	7A- 8A (CST)								1	1	\$500.00	\$500.00	La Crosse ABC Combo (XQ)	Good Morning America 1313601 Index: 95	5/6/24
21.0	Normal Line / SPOT	05/07/24-05/07/24	1	:30	9A- 9:57A (CST)			1						1	\$150.00	\$150.00	La Crosse ABC Combo (XQ)	Live With Kelly & Mark 1313601 Index: 93	5/6/24
22.0	Normal Line / SPOT	05/08/24-05/08/24	1	:30	9A- 10A (CST)				1					1	\$150.00	\$150.00	La Crosse ABC Combo (XQ)	Live With Kelly & Mark 1313601 Index: 93	5/6/24
23.0	Normal Line / SPOT	05/09/24-05/09/24	1	:30	9A- 10A (CST)					1				1	\$150.00	\$150.00	La Crosse ABC Combo (XQ)	Live With Kelly & Mark 1313601 Index: 93	5/6/24
24.0	Normal Line / SPOT	05/10/24-05/10/24	1	:30	9A- 9:57A (CST)						1			1	\$150.00	\$150.00	La Crosse ABC Combo (XQ)	Live With Kelly & Mark 1313601 Index: 93	5/6/24
25.0	Normal Line / SPOT	05/13/24-05/13/24	1	:30	9A- 10A (CST)		1							1	\$150.00	\$150.00	La Crosse ABC Combo (XQ)	Live With Kelly & Mark 1313601 Index: 93	5/6/24

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26.0	Normal Line / SPOT	05/07/24-05/07/24	1	:30	5:15P- 5:28P (CST)			1						1	\$750.00	\$750.00	La Crosse ABC Combo (XQ)	News19 Live @ 5P 1313601 Index: 96	5/6/24
27.0	Normal Line / SPOT	05/08/24-05/08/24	1	:30	5:15P- 5:28P (CST)				1					1	\$750.00	\$750.00	La Crosse ABC Combo (XQ)	News19 Live @ 5P 1313601 Index: 96	5/6/24
28.0	Normal Line / SPOT	05/09/24-05/09/24	1	:30	5:15P- 5:28P (CST)					1				1	\$750.00	\$750.00	La Crosse ABC Combo (XQ)	News19 Live @ 5P 1313601 Index: 96	5/6/24
29.0	Normal Line / SPOT	05/10/24-05/10/24	1	:30	5:15P- 5:28P (CST)						1			1	\$750.00	\$750.00	La Crosse ABC Combo (XQ)	News19 Live @ 5P 1313601 Index: 96	5/6/24
30.0	Normal Line / SPOT	05/13/24-05/13/24	1	:30	5:15P- 5:28P (CST)		1							1	\$750.00	\$750.00	La Crosse ABC Combo (XQ)	News19 Live @ 5P 1313601 Index: 96	5/6/24
31.0	Normal Line / SPOT	05/07/24-05/07/24	1	:30	6:15P- 6:30P (CST)			1						1	\$900.00	\$900.00	La Crosse ABC Combo (XQ)	News19 @ 6P 1313601 Index: 99	5/6/24
32.0	Normal Line / SPOT	05/08/24-05/08/24	1	:30	6:15P- 6:30P (CST)				1					1	\$900.00	\$900.00	La Crosse ABC Combo (XQ)	News19 @ 6P 1313601 Index: 99	5/6/24
33.0	Normal Line / SPOT	05/09/24-05/09/24	1	:30	6:15P- 6:30P (CST)					1				1	\$900.00	\$900.00	La Crosse ABC Combo (XQ)	News19 @ 6P 1313601 Index: 99	5/6/24
34.0	Normal Line / SPOT	05/10/24-05/10/24	1	:30	6:15P- 6:30P (CST)						1			1	\$900.00	\$900.00	La Crosse ABC Combo (XQ)	News19 @ 6P 1313601 Index: 99	5/6/24

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May. 2024	54	\$26,775.00
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
35.0	Normal Line / SPOT	05/13/24-05/13/24	1	:30	6:15P- 6:30P (CST)		1							1	\$900.00	\$900.00	La Crosse ABC Combo (XQ)	News19 @ 6P 1313601 Index: 99	5/6/24
36.0	Normal Line / SPOT	05/07/24-05/07/24	1	:30	10:15P- 10:35P (CST)			1						1	\$900.00	\$900.00	La Crosse ABC Combo (XQ)	News19 @ 10P 1313601 Index: 100	5/6/24
37.0	Normal Line / SPOT	05/08/24-05/08/24	1	:30	10:15P- 10:35P (CST)				1					1	\$900.00	\$900.00	La Crosse ABC Combo (XQ)	News19 @ 10P 1313601 Index: 100	5/6/24
38.0	Normal Line / SPOT	05/09/24-05/09/24	1	:30	10:15P- 10:35P (CST)					1				1	\$900.00	\$900.00	La Crosse ABC Combo (XQ)	News19 @ 10P 1313601 Index: 100	5/6/24
39.0	Normal Line / SPOT	05/13/24-05/13/24	1	:30	10:15P- 10:35P (CST)		1							1	\$900.00	\$900.00	La Crosse ABC Combo (XQ)	News19 @ 10P 1313601 Index: 100	5/6/24
40.0	Normal Line / SPOT	05/07/24-05/07/24	1	:30	10:35P- 11:37P (CST)			1						1	\$150.00	\$150.00	La Crosse ABC Combo (XQ)	Jimmy Kimmel Live-ABC 1313601 Index: 97	5/6/24
41.0	Normal Line / SPOT	05/08/24-05/08/24	1	:30	10:35P- 11:37P (CST)				1					1	\$150.00	\$150.00	La Crosse ABC Combo (XQ)	Jimmy Kimmel Live-ABC 1313601 Index: 97	5/6/24
42.0	Normal Line / SPOT	05/09/24-05/09/24	1	:30	10:35P- 11:37P (CST)					1				1	\$150.00	\$150.00	La Crosse ABC Combo (XQ)	Jimmy Kimmel Live-ABC 1313601 Index: 97	5/6/24
43.0	Normal Line / SPOT	05/10/24-05/10/24	1	:30	10:35P- 11:37P (CST)						1			1	\$150.00	\$150.00	La Crosse ABC Combo (XQ)	Jimmy Kimmel Live-ABC 1313601 Index: 97	5/6/24

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44.0	Normal Line / SPOT	05/13/24-05/13/24	1	:30	10:35P- 11:37P (CST)		1							1	\$150.00	\$150.00	La Crosse ABC Combo (XQ)	Jimmy Kimmel Live-ABC 1313601 Index: 97	5/6/24
45.0	Normal Line / SPOT	05/10/24-05/10/24	1	:30	6:58P- 8P (CST)						1			1	\$600.00	\$600.00	La Crosse ABC Combo (XQ)	Shark Tank-ABC 1313601 Index: 102	5/6/24
46.0	Normal Line / SPOT	05/10/24-05/10/24	1	:30	8P- 10P (CST)						1			1	\$500.00	\$500.00	La Crosse ABC Combo (XQ)	20/20 (2 hours)-ABC 1313601 Index: 102	5/6/24

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