

CONTRACT



WISC-TV
7025 Raymond Road
Madison, WI 53719
(608)271-4321

<http://www.channel3000.com>

And:

Media Buying and Analytics
4355 Cobb Parkway
Ste J 489
Atlanta, GA 30339-3896

<u>Contract / Revision</u> 28400008 /		<u>Alt Order #</u> 28400008
<u>Advertiser</u> Political Various		<u>Original Date / Revision</u> 05/13/24 / 05/13/24
<u>Contract Dates</u> 05/14/24 - 05/20/24	<u>Estimate #</u> 11740	
<u>Product</u> JOE BIDEN FOR PRESIDENT		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WISC-TV	<u>Account Executive</u> Kelly Bryant	<u>Sales Office</u> Katz-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 1106	<u>Product 1/2</u> 1347
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WISC	05/14/24	05/14/24	Jennifer Hudson Show	3-4pm		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		05/13/24	05/19/24	-T-----	1			\$100.00				
N 2	WISC	05/15/24	05/15/24	Jennifer Hudson Show	3-4pm		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		05/13/24	05/19/24	--W----	1			\$100.00				
N 3	WISC	05/16/24	05/16/24	Jennifer Hudson Show	3-4pm		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		05/13/24	05/19/24	---T---	1			\$100.00				
N 4	WISC	05/17/24	05/17/24	Jennifer Hudson Show	3-4pm		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		05/13/24	05/19/24	----F--	1			\$100.00				
N 5	WISC	05/20/24	05/20/24	Jennifer Hudson Show	3-4pm		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		05/20/24	05/26/24	M-----	1			\$100.00				
N 6	WISC	05/14/24	05/14/24	News 3 Now Live at Four	4:00 PM-4:30 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:		05/13/24	05/19/24	-T-----	1			\$300.00				
N 7	WISC	05/15/24	05/15/24	News 3 Now Live at Four	4:00 PM-4:30 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:		05/13/24	05/19/24	--W----	1			\$300.00				
N 8	WISC	05/16/24	05/16/24	News 3 Now Live at Four	4:00 PM-4:30 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:		05/13/24	05/19/24	---T---	1			\$300.00				
N 9	WISC	05/17/24	05/17/24	News 3 Now Live at Four	4:00 PM-4:30 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:		05/13/24	05/19/24	----F--	1			\$300.00				
N 10	WISC	05/20/24	05/20/24	News 3 Now Live at Four	4:00 PM-4:30 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:		05/20/24	05/26/24	M-----	1			\$300.00				

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry. We reserve the right not to accept all copy.

Client represents to the best of its knowledge that all commercials provided hereunder are cleared for use in all digital streams, including specifically CBS All Access. This means all creative, including but not limited to copyright, music (performance and synchronization rights) and talent fees, are cleared.



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<u>Contract Dates</u> 05/14/24 - 05/20/24	<u>Product</u> JOE BIDEN FOR PRES	<u>Estimate #</u> 11740

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 11	WISC	05/18/24	05/18/24	News 3 Now at Six	6-630pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/13/24	05/19/24	-----S-				1	\$300.00			
N 12	WISC	05/19/24	05/19/24	News 3 Now at 5:30	530-6pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/13/24	05/19/24	-----S				1	\$500.00			
N 13	WISC	05/18/24	05/18/24	Weekend Mornings	8-9am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/13/24	05/19/24	-----S-				1	\$300.00			
N 14	WISC	05/19/24	05/19/24	For the Record	1030-11am		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/13/24	05/19/24	-----S				1	\$100.00			
Totals											14	\$3,200.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/24 - 05/20/24	14	\$3,200.00	(\$480.00)	\$2,720.00
Totals	14	\$3,200.00	(\$480.00)	\$2,720.00

Signature: _____ **Date:** _____

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