

# CONTRACT



**WMTV**  
**615 Forward Drive**  
**Madison, WI 53711**  
**Sales T & C: www.gray.tv/advertising**  
**(608) 274-1515**

|   |  |  |
|---|--|--|
| <u>Contract / Revision</u><br>3570398 /             |  | <u>Alt Order #</u><br>WOC14671958                      |
| <u>Advertiser</u><br><b>Biden for President</b>     |  | <u>Original Date / Revision</u><br>06/07/24 / 06/07/24 |
| <u>Contract Dates</u><br><b>06/11/24 - 06/17/24</b> | <u>Estimate #</u><br><b>11820</b>      |  |
| <u>Product</u><br><b>2024 President Elections</b>   |  |  |
| <u>Billing Cycle</u><br>EOM/EOC                     | <u>Billing Calendar</u><br>Broadcast   | <u>Cash/Trade</u><br>Cash                              |
| <u>Property</u><br><b>WMTV</b>                      | <u>Account Executive</u><br>Don Vesely | <u>Sales Office</u><br>Madison Nationa                 |
| <u>Special Handling</u>                             |  |  |
| <u>Demographic</u><br>Adults 35+                    |  |  |
|   | <u>Order Type</u><br>NORMAL            |  |
| <u>Agency Code</u>                                  | <u>Advertiser Code</u><br>1106         | <u>Product 1/2</u><br>1850                             |
| <u>Agency Ref</u><br>157263                         | <u>Advertiser Ref</u><br>570858        |  |

And:

**Media Buying and Analytics**  
**4355 Cobb Parkway SE**  
**Ste J489**  
**Atlanta, GA 30339**

| *Line | Ch   | Start Date        | End Date        | Description             | Start/End Time    | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|-------------------------|-------------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1   | WMTV | 06/11/24          | 06/17/24        | Early Today             | 4:00 AM-4:30 AM   |      | :30    |                   |             | NM   | 10    | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 06/11/24          | 06/17/24        | 22222--                 |                   |      |        | 10                | \$75.00     |      |       |            |
| N 2   | WMTV | 06/11/24          | 06/17/24        | The Morning Show @ 430a | 4:30 AM-5:00 AM   |      | :30    |                   |             | NM   | 2     | \$400.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 06/11/24          | 06/17/24        | 1-1----                 |                   |      |        | 2                 | \$200.00    |      |       |            |
| N 3   | WMTV | 06/11/24          | 06/17/24        | The Morning Show @ 5a   | 5:00 AM-5:57 AM   |      | :30    |                   |             | NM   | 5     | \$1,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 06/11/24          | 06/17/24        | 11111--                 |                   |      |        | 5                 | \$300.00    |      |       |            |
| N 4   | WMTV | 06/11/24          | 06/17/24        | The Morning Show @ 6a   | 5:58 AM-7:00 AM   |      | :30    |                   |             | NM   | 1     | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 06/11/24          | 06/17/24        | 1-----                  |                   |      |        | 1                 | \$750.00    |      |       |            |
| N 5   | WMTV | 06/11/24          | 06/12/24        | Today Show              | 7:00 AM-9:00 AM   |      | :30    |                   |             | NM   | 1     | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 06/10/24          | 06/16/24        | --1----                 |                   |      |        | 1                 | \$750.00    |      |       |            |
| N 6   | WMTV | 06/11/24          | 06/11/24        | Today Show II           | 9:00 AM-10:00 AM  |      | :30    |                   |             | NM   | 1     | \$400.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 06/10/24          | 06/16/24        | -1-----                 |                   |      |        | 1                 | \$400.00    |      |       |            |
| N 7   | WMTV | 06/11/24          | 06/14/24        | Today w/ Hoda & Jenna   | 10:00 AM-11:00 AM |      | :30    |                   |             | NM   | 1     | \$275.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 06/10/24          | 06/16/24        | ----1--                 |                   |      |        | 1                 | \$275.00    |      |       |            |
| N 8   | WMTV | 06/11/24          | 06/14/24        | 15 News @ 11a           | 11:10 AM-11:30 AM |      | :30    |                   |             | NM   | 2     | \$700.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 06/10/24          | 06/16/24        | -1--1--                 |                   |      |        | 2                 | \$350.00    |      |       |            |
| N 9   | WMTV | 06/11/24          | 06/13/24        | 15 News @ 1130a         | 11:40 AM-12:00 PM |      | :30    |                   |             | NM   | 1     | \$350.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 06/10/24          | 06/16/24        | ---1---                 |                   |      |        | 1                 | \$350.00    |      |       |            |
| N 10  | WMTV | 06/11/24          | 06/17/24        | NBC News Daily          | 12:00 PM-1:00 PM  |      | :30    |                   |             | NM   | 2     | \$400.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 06/11/24          | 06/17/24        | 1-1----                 |                   |      |        | 2                 | \$200.00    |      |       |            |
| N 11  | WMTV | 06/11/24          | 06/17/24        | M-F 1p-2p               | 1:00 PM-2:00 PM   |      | :30    |                   |             | NM   | 8     | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>         |                   |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 06/11/24          | 06/17/24        | 22121--                 |                   |      |        | 8                 | \$125.00    |      |       |            |
| N 12  | WMTV | 06/11/24          | 06/17/24        | M-F 2p-3p               | 2:00 PM-3:00 PM   |      | :30    |                   |             | NM   | 10    | \$1,250.00 |

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

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| <u>Contract Dates</u><br>06/11/24 - 06/17/24 | <u>Product</u><br>2024 President Elections | <u>Estimate #</u><br>11820                             |

| *Line         | Ch   | Start Date        | End Date        | Description              | Start/End Time   | Days | Length | Spots/Week        | Rate        | Type | Spots     | Amount             |
|---------------|------|-------------------|-----------------|--------------------------|------------------|------|--------|-------------------|-------------|------|-----------|--------------------|
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 06/11/24          | 06/17/24        | 22222--                  |                  |      |        | 10                | \$125.00    |      |           |                    |
| N 13          | WMTV | 06/11/24          | 06/14/24        | M-F 3p-330p              | 3:00 PM-3:30 PM  |      | :30    |                   |             | NM   | 7         | \$1,400.00         |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 06/10/24          | 06/16/24        | -2122--                  |                  |      |        | 7                 | \$200.00    |      |           |                    |
| N 14          | WMTV | 06/11/24          | 06/17/24        | M-F 330p-4p              | 3:30 PM-4:00 PM  |      | :30    |                   |             | NM   | 8         | \$1,400.00         |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 06/11/24          | 06/17/24        | 22121--                  |                  |      |        | 8                 | \$175.00    |      |           |                    |
| N 15          | WMTV | 06/11/24          | 06/13/24        | Jeopardy M-F             | 4:28 PM-5:00 PM  |      | :30    |                   |             | NM   | 2         | \$1,100.00         |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 06/10/24          | 06/16/24        | --11---                  |                  |      |        | 2                 | \$550.00    |      |           |                    |
| N 16          | WMTV | 06/11/24          | 06/17/24        | 15 News @ 4p             | 4:10 PM-4:30 PM  |      | :30    |                   |             | NM   | 3         | \$1,425.00         |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 06/11/24          | 06/17/24        | 1-1-1--                  |                  |      |        | 3                 | \$475.00    |      |           |                    |
| N 17          | WMTV | 06/11/24          | 06/14/24        | 15 News @ 5p             | 5:10 PM-5:30 PM  |      | :30    |                   |             | NM   | 1         | \$850.00           |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 06/10/24          | 06/16/24        | ----1--                  |                  |      |        | 1                 | \$850.00    |      |           |                    |
| N 18          | WMTV | 06/11/24          | 06/16/24        | Sunday 15 News @ 5p      | 5:10 PM-5:30 PM  |      | :30    |                   |             | NM   | 1         | \$750.00           |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 06/10/24          | 06/16/24        | -----1                   |                  |      |        | 1                 | \$750.00    |      |           |                    |
| N 19          | WMTV | 06/11/24          | 06/15/24        | The Morning Show Sa      | 5:00 AM-6:57 AM  |      | :30    |                   |             | NM   | 2         | \$500.00           |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 06/10/24          | 06/16/24        | -----2-                  |                  |      |        | 2                 | \$250.00    |      |           |                    |
| N 20          | WMTV | 06/11/24          | 06/15/24        | Sat 12a-1a               | 12:00 XM-1:00 XM |      | :30    |                   |             | NM   | 1         | \$175.00           |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 06/10/24          | 06/16/24        | -----1-                  |                  |      |        | 1                 | \$175.00    |      |           |                    |
| N 21          | WMTV | 06/11/24          | 06/16/24        | The Morning Show Su @ 6a | 6:00 AM-7:00 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:         |      | 06/10/24          | 06/16/24        | -----1                   |                  |      |        | 1                 | \$300.00    |      |           |                    |
| N 22          | WMTV | 06/11/24          | 06/16/24        | The Morning Show Su @ 7a | 7:00 AM-9:00 AM  |      | :30    |                   |             | NM   | 1         | \$450.00           |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 06/10/24          | 06/16/24        | -----1                   |                  |      |        | 1                 | \$450.00    |      |           |                    |
| N 23          | WMTV | 06/11/24          | 06/16/24        | The Morning Show Su @ 7a | 7:00 AM-9:00 AM  |      | :30    |                   |             | NM   | 1         | \$450.00           |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 06/10/24          | 06/16/24        | -----1                   |                  |      |        | 1                 | \$450.00    |      |           |                    |
| N 24          | WMTV | 06/11/24          | 06/16/24        | Meet The Press           | 9:58 AM-11:00 AM |      | :30    |                   |             | NM   | 2         | \$600.00           |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 06/10/24          | 06/16/24        | -----2                   |                  |      |        | 2                 | \$300.00    |      |           |                    |
| N 25          | WMTV | 06/11/24          | 06/16/24        | US Open                  | 11:00 AM-6:00 PM |      | :30    |                   |             | NM   | 1         | \$1,500.00         |
|               |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |                  |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |           |                    |
| Week:         |      | 06/10/24          | 06/16/24        | -----1                   |                  |      |        | 1                 | \$1,500.00  |      |           |                    |
| <b>Totals</b> |      |                   |                 |                          |                  |      |        |                   |             |      | <b>75</b> | <b>\$19,425.00</b> |

| Time Period        | # of Spots | Gross Amount       | Agency Comm.        | Net Amount         |
|--------------------|------------|--------------------|---------------------|--------------------|
| 05/27/24 -06/17/24 | 75         | \$19,425.00        | (\$2,913.75)        | \$16,511.25        |
| <b>Totals</b>      | <b>75</b>  | <b>\$19,425.00</b> | <b>(\$2,913.75)</b> | <b>\$16,511.25</b> |

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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