

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

FEDERAL CANDIDATE

STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

| | |
|--|-----------------------|
| Station and Location: WMSN Madison, WI | Date: 10/13/14 |
|--|-----------------------|

I, Cindy Murphy,
 being/on behalf of: Friends of Scott Walker,
 a legally qualified candidate of the Republican
 political party for the office of: Governor of WI
 in the General
 election to be held on: 11/4/2014

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|--------------|--------------|----------------|-----------------|
| :30 | see schedule | see schedule | see schedule | see schedule | see schedule |

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Scott Walker

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Kate Lind

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/13/14
Date

Cindy Murphy
Signature
Digitally signed by Cindy Murphy
DN: cn=Cindy Murphy, o=nonbox, ou, email=cindym@nonbox.com, c=US
Date: 2014.10.13 15:27:10 -05'00'

To Be Signed By Station Representative

Accepted

Signature

Accepted in Part
Michael Palmiotti
Printed Name

Rejected
10/15/14
Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Friends of Scott Walker

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

does

does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

the television programming contains a ~~clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed~~ printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Cindy Murphy

Digitally signed by Cindy Murphy
DN: cn=Cindy Murphy, o=nonbox, ou, email=cindym@nonbox.com, c=US
Date: 2014.10.13 15:26:53 -05'00'

signature of candidate or authorized committee

Cindy Murphy

10/13/14

printed name

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.



Client: Friends of Scott Walker
 Product: Friends of Scott Walker
 Campaign: 2014 SWF 10/15 B

Station Order

1951928

Market: MADISON
 Station: WMSN
 Station Contact:

Rev #: 0
 Flight From: 10/15/2014 to 10/21/2014

nonbox
 5307 S 92nd St.
 Hales Corners, WI 53130
 414-425-8800

Buyer Name: Cindy Murphy
 Sweeps: Share Feb 2014 -> HUT/PUT Jul 13
 Acq. Order No.: 2318
 WS Order No.: 3325

| Item# | Days/ Times | DP/ Len | Program Title/ Comm1 Tag | Station Gross | | | | | | | Total Spots | |
|-------|---------------------------|------------|-----------------------------|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|----------------|-----------|
| | | | | Rate/ Total | Oct 15 | Oct 16 | Oct 17 | Oct 18 | Oct 19 | Oct 20 | | Oct 21 |
| 1 | MTWRF-Su 09:00P-09:35P | LN 30 | FOX 47 NEWS | \$900.00 \$2,700.00 | 1 | 1 | . | . | 1 | . | . | 3 |
| | | | | \$2,700.00 | 1 | 1 | . | . | 1 | . | . | 3 |

Station Gross
 Dollars
 Oct 3 \$2,700.00
 3 \$2,700.00

By: _____



WMSN Madison
7847 Big Sky Dr
Madison, WI 53719

Nonbox Eisner
5307 S 92nd St
Hale Corners, WI 53130

Contract # 1951920
Schedule Dates 10/15/14-10/19/14
Advertiser Friends of Scott Walker (66209)
Agency Nonbox Eisner (5242)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 2014 SWF 10/15 B (668547)
Salesperson HOUSE-MADISON, WMSN (1187)
Sales Office WMSN
Buyer Name Murphy, Cindy
Phone/Fax (414) 425-8800 /
CPE 2014 SWF 10/15 B
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 10/14/14
Last Modified 10/14/14
Entered By Sandy Reynolds
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$405.00
Net Total \$2,295.00
Sales Tax

| Madison (WMSN) | | |
|---------------------|----------|-------------------|
| By Broadcast Month | Spots | Rate |
| Oct. 2014 | 3 | \$2,700.00 |
| Grand Total: | 3 | \$2,700.00 |

| 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 |
|------|--------------------------------|-------------------|-----|--------|----------------|-----|----|----|----|----|----|----|----|-------|----------|------------|----------------|----------|----------|
| 1.0 | Normal Line / News | 10/15/14-10/16/14 | 1 | :30 | 9P-9:35P (CST) | 1 | | | 1 | 1 | | | | 2 | \$900.00 | \$1,800.00 | Madison (WMSN) | | 10/14/14 |
| 2.0 | Normal Line / News | 10/19/14-10/19/14 | 1 | :30 | 9P-9:35P (CST) | 1 | | | | | | | 1 | 1 | \$900.00 | \$900.00 | Madison (WMSN) | | 10/14/14 |

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____ Accepted-Station: _____ Date: _____ Comments: _____