

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 TV Madison, WI

Date: 9/8/14

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

9/8/14

Date

Cindy Murphy

Signature

Digitally signed by Cindy Murphy
DN: cn=Cindy Murphy, o=nonbox, ou, email=cindym@nonbox.com, c=US
Date: 2014.09.08 08:34:45 -0500

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**



Signature

Larry Forsgren

Printed Name

General Manager

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: 2014.09.08 08:35:04 -05'00'

signature of candidate or authorized committee

Cindy Murphy

printed name

9/8/14

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.



Station Order

Client: Friends of Scott Walker
Product: Friends of Scott Walker
Campaign: 2014 SWF 9/10

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

Rev #: 0
Flight From: 09/10/2014 to 09/16/2014

Market: MADISON
Station: WMSN
Station Contact:

Buyer Name: Cindy Murphy
Sweeps: Share Feb 2014 -> HUT/PUT Jul 13
Acfg. Order No.: 1542
WS Order No.: 2549

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross											
				Rate/ Total	Sep 10	Sep 11	Sep 12	Sep 13	Sep 14	Sep 15	Sep 16	Total Spots			
1	MTWRF-- 04:00P-05:00P	EF 30	JUDGE JUDY	\$60.00 \$300.00	1	1	1	1	.	.	1	1	1	5	
2	MTWRF-- 05:00P-05:30P	EF 30	2 1/2 MEN	\$80.00 \$400.00	1	1	1	1	.	.	1	1	1	5	
3	MTWRF-- 05:30P-06:00P	EF 30	BIG BANG THEOR	\$300.00 \$1,500.00	1	1	1	1	.	.	1	1	1	5	
4	MTWRF-- 09:00P-09:35P	LN 30	FOX 47 NEWS	\$500.00 \$2,500.00	1	1	1	1	.	.	1	1	1	5	
5	MTWRF-- 09:35P-10:05P	LF 30	MODERN FAMILY	\$170.00 \$850.00	1	1	1	1	.	.	1	1	1	5	
6	MTWRF-- 10:05P-10:35P	LF 30	2 1/2 MEN	\$30.00 \$150.00	1	1	1	1	.	.	1	1	1	5	
7	----- 12:00P-03:30P	SP 30	NFL	\$2,000.00 \$2,000.00	1	.	.	1	1	
Comment: LIONS @ CAROLINA															
				\$7,700.00	6	6	6	6	.	1	6	6	6	31	

Advertiser: Friends of Scott Walker
 Campaign: 2014 SWF 9/10

Station Order MADISON - TV

Station: WMSN

Item#	Days/ Times	DP/ Len	Program Title/ Comm/ Tag	Station Gross		Sep	Sep	Sep	Sep	Sep	Sep	Sep	Sep	Total
				Rate/ Total	Spots									

Station Gross		Station Gross	
Month	Spots	Dollars	
Sep	31	\$7,700.00	
	31	\$7,700.00	

By: _____



WMSN Madison
7847 Big Sky Dr
Madison, WI 53719

Contract # 1918968

Schedule Dates 09/10/14-09/16/14
Advertiser Friends of Scott Walker (66209)
Agency Nonbox Eisner (5242)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 2014 SWF 9/10 (658237)
Salesperson HOUSE-MADISON, WMSN (1187)
Sales Office WMSN
Buyer Name Murphy, Cindy
Phone/Fax (414) 425-8800 /
CPE 2014 SWF 9/10
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

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

Date Entered 09/08/14
Last Modified 09/09/14
Entered By Sandy Reynolds
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,155.00
Net Total \$6,545.00
Sales Tax

Madison (WMSN)
By Broadcast Month
Sep. 2014 32 \$7,700.00
Grand Total: 32 \$7,700.00

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 / SPOT	09/10/14-09/12/14	2	:30	4P- 4:58P (CST)				1	1	1			3	\$50.00	\$180.00	Madison (WMSN)		9/8/14
2.0	Normal Line / SPOT	09/15/14-09/16/14	2	:30	4P- 4:58P (CST)		1	1						2	\$50.00	\$120.00	Madison (WMSN)		9/8/14
3.0	Normal Line / SPOT	09/10/14-09/12/14	2	:30	4:58P- 5:28P (CST)				1	1	1			3	\$80.00	\$240.00	Madison (WMSN)		9/8/14
4.0	Normal Line / SPOT	09/15/14-09/16/14	2	:30	4:58P- 5:28P (CST)		1	1						2	\$80.00	\$160.00	Madison (WMSN)		9/8/14
5.0	Revised Line / Access	09/10/14-09/12/14	1	:30	5:28P- 5:58P (CST)				1	1	1						Madison (WMSN)		9/8/14
5.1	Normal Line / SPOT	09/10/14-09/12/14	1	:30	5:28P- 5:58P (CST)				1	1	1			3	\$300.00	\$900.00	Madison (WMSN)		9/8/14
6.0	Revised Line / Access	09/15/14-09/16/14	1	:30	5:28P- 5:58P (CST)		1	1									Madison (WMSN)		9/8/14
6.1	Normal Line / SPOT	09/15/14-09/16/14	1	:30	5:28P- 5:58P (CST)		1	1						2	\$300.00	\$600.00	Madison (WMSN)		9/8/14
7.0	Normal Line / News	09/10/14-09/12/14	2	:30	9P- 9:35P (CST)				1	1	1			3	\$500.00	\$1,500.00	Madison (WMSN)		9/8/14
8.0	Normal Line / News	09/15/14-09/16/14	2	:30	9P- 9:35P (CST)		1	1						2	\$500.00	\$1,000.00	Madison (WMSN)		9/8/14
9.0	Normal Line / SPOT	09/10/14-09/12/14	2	:30	9:35P- 10:05P (CST)				1	1	1			3	\$170.00	\$510.00	Madison (WMSN)		9/8/14
10.0	Normal Line / SPOT	09/15/14-09/16/14	2	:30	9:35P- 10:05P (CST)		1	1						2	\$170.00	\$340.00	Madison (WMSN)		9/8/14
11.0	Revised Line / SPOT	09/10/14-09/12/14	5	:30	10:05P- 10:35P (CST)				1	1	1						Madison (WMSN)		9/8/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WMSN Madison
7847 Big Sky Dr
Madison, WI 53719

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

Contract # 1918968

Schedule Dates

09/10/14-09/16/14

Advertiser

Friends of Scott Walker (66209)

Agency

Nonbox Eisner (5242)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

2014 SWF 9/10 (658237)

Salesperson

HOUSE-MADISON, WMSN (1187)

Sales Office

WMSN

Buyer Name

Murphy, Cindy

Phone/Fax

(414) 425-8800 /

CPE

2014 SWF 9/10

Account Types

Local/Political Candidate Agency BRD

Billing Type

Standard

Comments

Date Entered

09/08/14

Last Modified

09/09/14

Entered By

Sandy Reynolds

CO-OP

No

Headline

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$1,155.00

Net Total

\$6,545.00

Sales Tax

Madison (WMSN)

By Broadcast Month

Sep. 2014

Spots

32

Rate

\$7,700.00

Grand Total:

\$7,700.00

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
11.1	Normal Line / SPOT	09/10/14-09/12/14	5	:30	10:05P- 10:35P (CST)				1	1	1			3	\$20.00	\$60.00	Madison (WMSN)		9/9/14
12.0	Revised Line / SPOT	09/15/14-09/16/14	5	:30	10:05P- 10:35P (CST)		1	1									Madison (WMSN)		9/8/14
12.1	Normal Line / SPOT	09/15/14-09/16/14	5	:30	10:05P- 10:35P (CST)		1	1						2	\$20.00	\$40.00	Madison (WMSN)		9/9/14
13.0	Normal Line / Football	09/14/14-09/14/14	2	:30	11:58:30A- Sports-FOX NFL NON Packers								1	1	\$2,000.00	\$2,000.00	Madison (WMSN)		9/8/14
14.0	Normal Line / Football	09/13/14-09/13/14	2	:30	7P- Sports-FOX College Football 2							1		1	\$50.00	\$50.00	Madison (WMSN)		9/9/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: