



**WEAU**  
**1907 S. Hastings Way**  
**Eau Claire, WI 54701**  
**(715) 835-1313**

# CONTRACT

<u>Contract / Revision</u> 896102 /		<u>Alt Order #</u> WOC11773040
<u>Product</u> <b>Issue</b>		
<u>Contract Dates</u> <b>08/28/18 - 09/03/18</b>	<u>Estimate #</u> <b>6901</b>	
<u>Advertiser</u> <b>Stronger Wisconsin</b>		<u>Original Date / Revision</u> 08/15/18 / 08/15/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WEAU</b>	<u>Account Executive</u> Jami Clish	<u>Sales Office</u> Eau Claire Nation
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> 9913721	<u>Advertiser Code</u> 371	<u>Product 1/2</u> 395
<u>Agency Ref</u> 1726	<u>Advertiser Ref</u> 148838	

And:

**Great American Media**  
**3050 K Street NW**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WEAU	08/28/18	09/03/18	Hello Wisconsin @ 530a	5:30 AM-6:00 AM		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/28/18	09/03/18	MTWTF--				3	\$150.00				
N 2	WEAU	08/28/18	09/03/18	Hello Wisconsin @ 6a	6:00 AM-7:00 AM		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/28/18	09/03/18	MTWTF--				2	\$500.00				
N 3	WEAU	08/28/18	09/03/18	Today Show	7:00 AM-9:00 AM		:30				NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/28/18	09/03/18	MTWTF--				6	\$500.00				
N 4	WEAU	08/28/18	09/01/18	Sa Today	7:00 AM-9:00 AM		:30				NM	1	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/27/18	09/02/18	-----S-				1	\$260.00				
N 5	WEAU	08/28/18	09/03/18	WEAU 13 News @ Noon	12:00 PM-12:30 PM		:30				NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/28/18	09/03/18	MTWTF--				3	\$200.00				
N 6	WEAU	08/28/18	09/03/18	Days of Our Lives	12:30 PM-1:30 PM		:30				NM	1	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/28/18	09/03/18	MTWTF--				1	\$230.00				
N 7	WEAU	08/28/18	09/03/18	M-F 130p-2p	1:30 PM-2:00 PM		:30				NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/28/18	09/03/18	MTWTF--				3	\$100.00				
N 8	WEAU	08/28/18	09/02/18	Weekend Rotator	10:30 AM-11:00 AM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/27/18	09/02/18	-----S				1	\$80.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WEAU	08/27/18-09/02/18	Weekend Rotator	10:30 AM-11:00 AM	-----Su	:30		<del>\$80.00</del>		NM		
	See MG 16.2,16.3,16.4												
N 9	WEAU	08/28/18	09/03/18	Jeopardy M-F	4:30 PM-5:00 PM		:30				NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/28/18	09/03/18	MTWTF--				3	\$180.00				
N 10	WEAU	08/28/18	09/01/18	Weekend Rotator	5:00 PM-5:30 PM		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/27/18	09/02/18	-----S-				1	\$150.00				
N 11	WEAU	08/28/18	09/03/18	WEAU 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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

This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising



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<u>Contract Dates</u> <b>08/28/18 - 09/03/18</b>	<u>Product</u> Issue	<u>Estimate #</u> <b>6901</b>
<u>Advertiser</u> <b>Stronger Wisconsin</b>		<u>Original Date / Revision</u> 08/15/18 / 08/15/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/18	09/03/18	MTWTF--				4	\$550.00				
N 12	WEAU	08/28/18	09/03/18	WEAU 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/18	09/03/18	MTWTF--				4	\$900.00				
N 13	WEAU	08/28/18	09/01/18	WEAU 13 News @ 6p Sat	6:00 PM-6:30 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:		08/27/18	09/02/18	-----S-				3	\$300.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	2	WEAU	08/27/18-09/02/18	WEAU 13 News @ 6p Sat	6:00 PM-6:30 PM	-----Sa--	:30		<del>\$300.00</del>		NM		
	See MG 16.2,16.3,16.4												
	3	WEAU	08/27/18-09/02/18	WEAU 13 News @ 6p Sat	6:00 PM-6:30 PM	-----Sa--	:30		<del>\$300.00</del>		NM		
	See MG 16.2,16.3,16.4												
N 14	WEAU	08/28/18	09/03/18	Wheel of Fortune M-F	6:30 PM-7:00 PM		:30				NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/18	09/03/18	MTWTF--				3	\$1,000.00				
N 15	WEAU	08/28/18	09/01/18	Wheel of Fortune Sa	6:30 PM-7:00 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/27/18	09/02/18	-----S-				1	\$450.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WEAU	08/27/18-09/02/18	Wheel of Fortune Sa	6:30 PM-7:00 PM	-----Sa--	:30		<del>\$450.00</del>		NM		
	See MG 16.2,16.3,16.4												
N 16	WEAU	08/28/18	08/28/18	Tuesday Prime 2 Hour	6:58 PM-9:00 PM		:30				NM	3	\$3,630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/27/18	09/02/18	-T-----				1	\$2,500.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WEAU	08/27/18-09/02/18	Tuesday Prime 2 Hour	6:58 PM-9:00 PM	-Tu-----	:30		<del>\$2,500.00</del>		NM		
	See MG 16.2,16.3,16.4												
	2	WEAU	08/30/18-08/30/18	Thursday Prime Hr 1	658p-8p	----Th-----	:30		\$1,500.00		NM		
	Ⓜ MG for 13.3,15.1,8.1,13.2,16.1												
	3	WEAU	08/27/18-09/02/18	Thursday Prime Hr 2	8p-9p	----Th-----	:30		\$2,000.00		NM		
	Ⓜ MG for 13.3,15.1,8.1,13.2,16.1												
	4	WEAU	08/28/18-09/02/18	WEAU 13 News @ 4p	4p-430p	-TuWThF----	:30		\$130.00		NM		
	Ⓜ MG for 13.3,15.1,8.1,13.2,16.1												
N 17	WEAU	08/28/18	09/03/18	WEAU 13 News @ 10p M-F	10:00 PM-10:35 PM		:30				NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/28/18	09/03/18	MTWTF--				3	\$900.00				
N 18	WEAU	08/28/18	09/01/18	WEAU 13 News @ 10p Sat	10:00 PM-10:30 PM		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/27/18	09/02/18	-----S-				1	\$600.00				
N 19	WEAU	08/28/18	09/01/18	Notre Dame Football	6:30 PM-10:00 PM		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/27/18	09/02/18	-----S-				1	\$400.00				
<b>Totals</b>								0.00				43	\$22,960.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/27/18 -09/03/18	43	\$22,960.00	(\$3,444.00)	\$19,516.00
<b>Totals</b>	43	\$22,960.00	(\$3,444.00)	\$19,516.00

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

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