

CONTRACT



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

<u>Contract / Revision</u> 3548603 /		<u>Alt Order #</u> WOC14649757
<u>Advertiser</u> Hovde for WI		<u>Original Date / Revision</u> 05/14/24 / 05/14/24
<u>Contract Dates</u> 05/15/24 - 05/21/24	<u>Estimate #</u> 5399	
<u>Product</u> WI-SEN		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WMTV	<u>Account Executive</u> Don Vesely	<u>Sales Office</u> Madison Nationa
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Order Type</u> NORMAL		
<u>Agcy Code</u> 9920140	<u>Advertiser Code</u> 615	<u>Product 1/2</u> 830
<u>Agency Ref</u> 139617	<u>Advertiser Ref</u> 629075	

And:

FlexPoint Media
PO Box 1051
New Albany, OH 43054

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WMTV	05/15/24	05/20/24	Early Today	4:00 AM-4:30 AM		:30			NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/15/24	05/21/24	1-111--				4	\$75.00			
N 2	WMTV	05/15/24	05/20/24	The Morning Show @ 430a	4:30 AM-5:00 AM		:30			NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/15/24	05/21/24	1-111--				4	\$175.00			
N 3	WMTV	05/15/24	05/18/24	Powerhouse Home Energy	5:00 PM-5:30 PM		:30			NM	1	\$250.00
		<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	-----1-				1	\$250.00			
N 4	WMTV	05/15/24	05/20/24	The Morning Show @ 5a	5:00 AM-5:57 AM		:30			NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/15/24	05/21/24	1-111--				4	\$275.00			
N 5	WMTV	05/15/24	05/17/24	Today Show II	9:00 AM-10:00 AM		:30			NM	1	\$325.00
		<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	----1--				1	\$325.00			
N 6	WMTV	05/15/24	05/20/24	Jeopardy M-F	4:28 PM-5:00 PM		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/15/24	05/21/24	1-11---				3	\$550.00			
N 7	WMTV	05/15/24	05/20/24	Today Show	7:00 AM-9:00 AM		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/15/24	05/21/24	1-111--				4	\$600.00			
N 8	WMTV	05/15/24	05/20/24	The Morning Show @ 6a	5:58 AM-7:00 AM		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/15/24	05/21/24	1-111--				4	\$600.00			
N 9	WMTV	05/15/24	05/20/24	M-F 15 News @ 10p	10:10 PM-10:35 PM		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/15/24	05/21/24	1--1---				2	\$750.00			
N 10	WMTV	05/15/24	05/17/24	15 News @ 5p	5:10 PM-5:30 PM		:30			NM	3	\$2,250.00
		<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	--111--				3	\$750.00			
N 11	WMTV	05/15/24	05/20/24	15 News @ 6p	6:10 PM-6:30 PM		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/15/24	05/21/24	1-111--				4	\$1,000.00			
N 12	WMTV	05/15/24	05/20/24	Wheel of Fortune M-F	6:30 PM-7:00 PM		:30			NM	3	\$4,500.00

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

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at www.gray.tv/advertising.



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

<u>Contract / Revision</u> 3548603 /	<u>Alt Order #</u> WOC14649757
---	-----------------------------------

<u>Advertiser</u> Hovde for WI	<u>Original Date / Revision</u> 05/14/24 / 05/14/24
-----------------------------------	--

<u>Contract Dates</u> 05/15/24 - 05/21/24	<u>Product</u> WI-SEN	<u>Estimate #</u> 5399
--	--------------------------	---------------------------

*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:		05/15/24	05/21/24	1-11---				3	\$1,500.00			
Totals											37	\$21,375.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/24 -05/20/24	37	\$21,375.00	(\$3,206.25)	\$18,168.75
Totals	37	\$21,375.00	(\$3,206.25)	\$18,168.75

Signature: _____ **Date:** _____

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

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at www.gray.tv/advertising.