

# CONTRACT



**WITI**  
 9001 North Green Bay Road  
 Milwaukee, WI 53209-1297  
 (414)355-6666

<u>Contract / Revision</u> 585588 /		<u>Alt Order #</u> 09844260
<u>Product</u> OBAMA FOR AMERICA-C		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u> 2089
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 10/23/12 / 10/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**GMMB/Greer Margolis Mitchell & Burns**  
 1010 Wisconsin Avenue  
 Suite 800  
 Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
N 1	6	10/23/12	10/29/12	M-F 430-5a	430-5a		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$200.00			
N 2	6	10/23/12	10/29/12	M-F 5a-530a	5a-530a		:30			NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$335.00			
N 3	6	10/23/12	10/29/12	M-F 530a-6a	530a-6a		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$415.00			
N 4	6	10/23/12	10/29/12	M-F 6a-7a	6a-7a		:30			NM	1	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$585.00			
N 5	6	10/23/12	10/29/12	M-F 6a-7a	6a-7a		:30			NM	1	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$585.00			
N 6	6	10/23/12	10/29/12	M-F 7a-8a	7a-8a		:30			NM	1	\$635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$635.00			
N 7	6	10/23/12	10/29/12	M-F 7a-8a	7a-8a		:30			NM	1	\$635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$635.00			
N 8	6	10/23/12	10/29/12	M-F 8a-9a	8a-9a		:30			NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$565.00			
N 9	6	10/23/12	10/29/12	M-F 8a-9a	8a-9a		:30			NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$565.00			
N 10	6	10/23/12	10/29/12	M-F 9a-10a	9a-10a		:30			NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$335.00			
N 11	6	10/23/12	10/29/12	M-F 9a-10a	9a-10a		:30			NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$335.00			

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
585588 /	09844260

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/23/12 - 10/29/12	OBAMA FOR AMERICA	2089

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	10/23/12 / 10/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	<u>Totals</u> Spots Amount	
N 12	6	10/27/12	10/27/12	Sa 7a-8a	7a-8a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				2	\$300.00			
N 13	6	10/23/12	10/29/12	M-F 10-11a	10-11a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$200.00			
N 14	6	10/23/12	10/29/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$300.00			
N 15	6	10/23/12	10/29/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$315.00			
N 16	6	10/23/12	10/29/12	M-F 12p-1p	12p-1p		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$200.00			
N 17	6	10/23/12	10/29/12	M-F 1p-2p	1p-2p		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$250.00			
N 18	6	10/23/12	10/29/12	M-F 2p-3p	2p-3p		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$200.00			
N 19	6	10/23/12	10/29/12	M-F 3p-330p	3p-330p		:30			NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$165.00			
N 20	6	10/23/12	10/29/12	M-F 330p-4p	330p-4p		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$200.00			
N 21	6	10/23/12	10/29/12	M-F 4p-430p	4p-430p		:30			NM	3	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$315.00			
N 22	6	10/23/12	10/29/12	M-F 430p-5p	430p-5p		:30			NM	3	\$1,155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$385.00			
N 23	6	10/23/12	10/29/12	M-F 530p-6p	530p-6p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$800.00			
N 24	6	10/23/12	10/29/12	M-F 630p-7p	630p-7p		:30			NM	6	\$4,675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				5	\$935.00			
	<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>		
	6	6	10/25/12-10/25/12	FOX MLB Rainout prime	630p-7P	----Th----	:30		\$0.00	NM		
	Ⓢ Bonus											
N 25	6	10/23/12	10/23/12	FOX Prime Tuesday 8-	8p-9p		:30			NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				2	\$2,250.00			
N 28	6	10/23/12	10/23/12	FOX Prime Tuesday 7-	7p-8p		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				2	\$2,000.00			
N 29	6	10/26/12	10/26/12	FOX Prime Friday 7-8	7p-8p		:30			NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/12	10/26/12	------F				2	\$1,800.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				2	\$1,800.00			
N 30 6		10/26/12	10/26/12	FOX Prime Friday 8-9	8p-9p		:30			NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				2	\$1,600.00			
<b>Totals</b>											<b>53</b>	<b>\$32,860.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	41	\$27,640.00	\$23,494.00
10/29/12 -10/29/12	12	\$5,220.00	\$4,437.00
<b>Totals</b>	<b>53</b>	<b>\$32,860.00</b>	<b>\$27,931.00</b>

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

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## 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**

<b>Station and Location:</b>	<b>Date:</b>
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I, Daniel Jester  
 being/on behalf of: Barack Obama, a legally  
 qualified candidate of the Democratic political  
 party for the office of: President of the United States  
 in the Primary + General  
 election to be held on: Various dates

do hereby request station time as follows:

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

**Total Charges:**

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

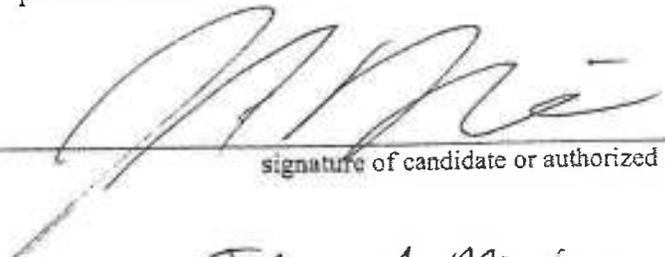
I, James A. Messina  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

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.

  
signature of candidate or authorized committee

James A. Messina  
printed name

1/18/2012  
date

