

CONTRACT



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

And:

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

<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>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	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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Contract / Revision	Alt Order #
585588 /	09844260

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

Advertiser	Original Date / Revision
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	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
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				
<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				
<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				
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>												

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											Totals	
*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:		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			
Totals											53	\$32,860.00

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
Totals	53	\$32,860.00	\$27,931.00

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

Station and Location:**Date:**I, Daniel Jesterbeing/on behalf of: Barack Obama, a legallyqualified candidate of the Democratic politicalparty for the office of: President of the United Statesin the Primary & Generalelection 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:

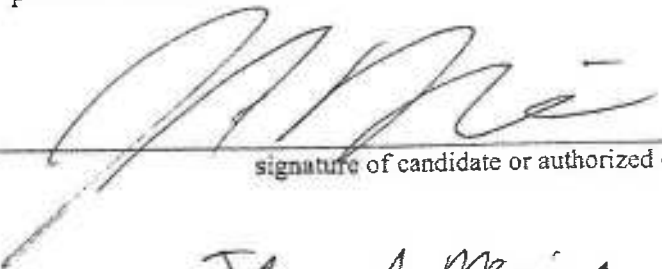
I, James A. Messina
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ 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.

x 
signature of candidate or authorized committee

James A. Messina 1/18/2012
printed name date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Clean / Renewable Energy
Economy

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

OFA - Obama for America

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:

Martin Nesbitt

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



1/18/2012
Date

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title