



125 West 55th St
New York, NY 10019

345 2020

Contract # 26124253	Changes as of: 8/8/2018 at 2:01 PM	Version: Original Order
CPE: //63	Flight: 8/7/18 - 8/13/18	Station: WWTW
Agency: Ethica Media LLC	Advertiser: SOGLIN, PAUL	Market: Milwaukee-Racine
1225 Franklin Ave, suite 325	Product: Soglin for Gov	Office: WASHINGTON
Garden City, NY 11530	Agency Order #:	Service: Nielsen
	Buyer: Carol Mundy	Primary Demo: Adults 35+
	Salesperson: KENNETH MIELE	Assistant: KENNETH MIELE
	202-955-5342	202-955-5342
	Separation:	

Con Type: POLITICAL/VOTE
 Total \$: \$875.00
 Total Spots: 18
 Total CPP: \$0.00
 Total GRP:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/7	8/7 - 8/7				Total Spots	Total \$	CPP*	GRP*
1	Tu-F,M 5p-5:30p		FAMILY FEUD	\$40.00	0.0	30	3					3	\$120.00	\$0.00	0.0
2	Tu-F,M 6:30p-7p		FAMILY FEUD	\$120.00	0.0	30	3					3	\$360.00	\$0.00	0.0
3	Tu-F,M 9p-9:30p		GOLDBERGS	\$25.00	0.0	30	1					1	\$25.00	\$0.00	0.0
4	Tu-F,M 9:30p-10p		GOLDBERGS	\$25.00	0.0	30	1					1	\$25.00	\$0.00	0.0
5	Tu-F,M 12m-1a		ANGER MANAGMENT	\$10.00	0.0	30	1					1	\$10.00	\$0.00	0.0
6	W 7p-8p	NA	BURDEN OF TRUTH	\$140.00	0.0	30	1					1	\$140.00	\$0.00	0.0
7	Sa 7:30p-8p		FAMILY FEUD	\$40.00	0.0	30	1					1	\$40.00	\$0.00	0.0
8	Sa 10p-11p		GOLDBERGS	\$15.00	0.0	30	1					1	\$15.00	\$0.00	0.0
9	Sa 11p-12m		ANGER MANAGEMENT	\$15.00	0.0	30	1					1	\$15.00	\$0.00	0.0
10	Su 12n-2p		MOVIE	\$15.00	0.0	30	1					1	\$15.00	\$0.00	0.0
11	Su 2p-4p		MOVIE	\$15.00	0.0	30	1					1	\$15.00	\$0.00	0.0
12	Su 4p-6p		MOVIE	\$25.00	0.0	30	1					1	\$25.00	\$0.00	0.0
13	Su 7p-9p		SUNDAY PRIME	\$35.00	0.0	30	1					1	\$35.00	\$0.00	0.0
14	Su 10p-10:30p		NEWS	\$35.00	0.0	30	1					1	\$35.00	\$0.00	0.0
							TOTALS: 18					18	\$875.00	\$0.00	0.0

28 8/18/18



125 West 55th St
New York, NY 10019

Contract # 26124253	Changes as of: 8/8/2018 at 2:01 PM	Version: Original Order	
CPE: //63	Flight: 8/7/18 - 8/13/18	Station: WVTM	Con Type: POLITICAL/VOTE
Agency: Ethica Media LLC	Advertiser: SOGLIN, PAUL	Market: Milwaukee-Racine	Total \$: \$875.00
1225 Franklin Ave, suite 325	Product: Soglin for Gov	Office: WASHINGTON	Total Spots: 18
Garden City, NY 11530	Agency Order #:	Service: Nielsen	Total CPP: \$0.00
	Buyer: Carol Mundy	Primary Demo: Adults 35+	Total GRP:
	Salesperson: KENNETH MIELE	Assistant: KENNETH MIELE	
	202-955-5342	202-955-5342	
	Separation:		

Special Instructions	
----------------------	--

Competitive Information	
Market Budget:	\$875
WVTM Share:	100%
Comment:	
	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	18	\$875.00	N/A	0.0
Total	100%	18	\$875.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2018-Aug	18	\$875.00
Total	18	\$875.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	8/8/18 2:01 PM	KENNETH MIELE	New	18		\$875.00	\$875.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
----------------------------------	---

Buy Detail Report

8/8/2018

Client: Paul Soglin for Governor
Media: TV
Product: WI GOV PRI
Flight Date: 07/31/2018 - 08/20/2018
Market/System: Milwaukee-Racine

Estimate: 63
Buyer: Paul Soglin for Governor

of SPOTS PER WEEK

Station	Affil	Day	DP	Time	Program	Dur	8/7 8/13	Total Spots	STN Gross Cost
WVTV-TV	CW	M-F	EF	5:00p- 5:30p	Family Feud	30	3	3	\$40.00
	CW	M-F	PA	6:30p- 7:00p	Family Feud	30	3	3	\$120.00
	CW	M-F	LF	9:00p- 9:30p	The Goldbergs	30	1	1	\$25.00
	CW	M-F	LF	9:30p-10:00p	The Goldbergs	30	1	1	\$25.00
	CW	M-F	LF	12:00a- 1:00a	Anger Management	30	1	1	\$10.00
	CW	W	PR	7:00p- 8:00p	Burden of Truth-CW	30	1	1	\$140.00
	CW	Sa	PR	7:30p- 8:00p	Family Feud	30	1	1	\$40.00
	CW	Sa	LF	10:00p-11:00p	The Goldbergs	30	1	1	\$15.00
	CW	Sa	LF	11:00p-12:00a	Anger Management	30	1	1	\$15.00
	CW	Su	DY	12:00p- 2:00p	Movie	30	1	1	\$15.00
	CW	Su	DY	2:00p- 4:00p	Movie	30	1	1	\$15.00
	CW	Su	EF	4:00p- 6:00p	Movie	30	1	1	\$25.00
	CW	Su	PR	7:00p- 9:00p	Sunday Prime Time Movie	30	1	1	\$35.00
	CW	Su	EM	10:00p-10:30p	News: Full Measure	30	1	1	\$35.00
Station Total:								18	\$875.00
EVTV-TV	Ind	M-F	DY	10:00a-11:00a	Judge Perez/Judge Mablean	30	2	2	\$15.00
	Ind	M-F	EF	4:00p- 4:30p	King Of Queens	30	2	2	\$30.00
	Ind	M-F	EF	4:30p- 5:00p	King Of Queens	30	2	2	\$30.00
	Ind	M	PR	7:00p- 8:00p	Law & Order: SVU-MYNET1	30	1	1	\$60.00
	Ind	M	PR	8:00p- 9:00p	Law & Order: SVU-MYNET2	30	1	1	\$60.00
	Ind	W	PR	7:00p- 8:00p	Dateline- MYNET1	30	1	1	\$45.00
	Ind	W	PR	8:00p- 9:00p	Dateline- MYNET2	30	1	1	\$45.00
	Ind	Th	PR	7:00p- 8:00p	Law & Order: CI-MYNET1	30	1	1	\$50.00
	Ind	Th	PR	8:00p- 9:00p	Law & Order: CI-MYNET2	30	1	1	\$50.00
	Ind	Su	PR	7:00p- 8:00p	Bones	30	1	1	\$40.00
	Ind	Su	LF	9:00p-11:00p	Movie	30	1	1	\$25.00
Station Total:								14	\$525.00
Spots Per Week							32	32	
Cost Per Week							1,400	1,400	

SCHEDULE TOTALS

TOTAL SPOTS: 32
TOTAL COST: \$1,400.00



WVTV Milwaukee
11520 W Calumet Rd
Milwaukee, WI 53224

Ethica Media LLC
1225 Franklin Avenue
Suite 325
Garden City, NY 11530-0515

Contract # 3452020

Schedule Dates 08/08/18-08/13/18
Advertiser Paul Soglin for Governor-D (126072)
Agency Ethica Media LLC (18622)
Product POLITICAL CANDIDATE (ns) (1186)
Brand EST.63 (1056367)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Mundy,Carole
Phone/Fax /
CPE 63
Account Types National/Spot Agency BRD
Billing Type Standard
Comments Soglin for Governor

Date Entered 08/08/18
Last Modified
Entered By Pam Dickson
CO-OP No
Headline # ECR26124253
Demo A18+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$131.25
Net Total \$743.75
Sales Tax

Milwaukee (WVTV)

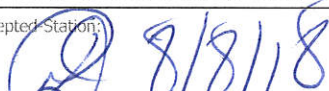
By Broadcast Month	Spots	Rate
Aug. 2018	18	\$875.00
Grand Total:	18	\$875.00

INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

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
Est 1.0	Unapproved (NewL) on credit hold / SPOT	08/10/18-08/10/18	2	:30	5P- Family Feud 3						2			2	\$40.00	\$80.00	Milwaukee (WVTV)		8/8/18
Est 2.0	Unapproved (NewL) on credit hold / SPOT	08/13/18-08/13/18	2	:30	5P- Family Feud 3		1							1	\$40.00	\$40.00	Milwaukee (WVTV)		8/8/18
Est 3.0	Unapproved (NewL) on credit hold / SPOT	08/10/18-08/10/18	2	:30	6:28P- Family Feud 2						2			2	\$120.00	\$240.00	Milwaukee (WVTV)		8/8/18
Est 4.0	Unapproved (NewL) on credit hold / SPOT	08/13/18-08/13/18	2	:30	6:28P- Family Feud 2		1							1	\$120.00	\$120.00	Milwaukee (WVTV)		8/8/18
Est 5.0	Unapproved (NewL) on credit hold / SPOT	08/10/18-08/10/18	2	:30	9P- The Goldbergs						1			1	\$25.00	\$25.00	Milwaukee (WVTV)		8/8/18
Est 6.0	Unapproved (NewL) on credit hold / SPOT	08/10/18-08/10/18	2	:30	9:30P- The Goldbergs 2						1			1	\$25.00	\$25.00	Milwaukee (WVTV)		8/8/18
Est 7.0	Unapproved (NewL) on credit hold / SPOT	08/10/18-08/10/18	2	:30	Orbit- [P]Anger Management(Fr), [P]Anger Management 2(Fr)						1			1	\$10.00	\$10.00	Milwaukee (WVTV)		8/8/18
Est 8.0	Unapproved (NewL) on credit hold / Prime	08/08/18-08/08/18	2	:30	6:58P- CW-Burden of Truth (Wednesday)				1					1	\$140.00	\$140.00	Milwaukee (WVTV)		8/8/18

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
			8/8/18	

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224>... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WVTV Milwaukee
11520 W Calumet Rd
Milwaukee, WI 53224

Ethica Media LLC
1225 Franklin Avenue
Suite 325
Garden City, NY 11530-0515

Contract # 3452020

Schedule Dates 08/08/18-08/13/18
Advertiser Paul Soglin for Governor-D (126072)
Agency Ethica Media LLC (18622)
Product POLITICAL CANDIDATE (ns) (1186)
Brand EST.63 (1056367)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Mundy,Carole
Phone/Fax /
CPE 63
Account Types National/Spot Agency BRD
Billing Type Standard
Comments Soglin for Governor

Date Entered 08/08/18
Last Modified
Entered By Pam Dickson
CO-OP No
Headline # ECR26124253
Demo A18+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$131.25
Net Total \$743.75
Sales Tax

Milwaukee (WVTV)

By Broadcast Month	Spots	Rate
Aug. 2018	18	\$875.00
Grand Total:	18	\$875.00

INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

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
Est 9.0	Unapproved (NewL) on credit hold / SPOT	08/11/18-08/11/18	2	:30	7:30P- Family Feud Saturday 2							1		1	\$40.00	\$40.00	Milwaukee (WVTV)		8/8/18
Est 10.0	Unapproved (NewL) on credit hold / SPOT	08/11/18-08/11/18	2	:30	Orbit- [P]The Goldbergs Saturday(Sa), [P]The Goldbergs Saturday 2(Sa)							1		1	\$15.00	\$15.00	Milwaukee (WVTV)		8/8/18
Est 11.0	Unapproved (NewL) on credit hold / SPOT	08/11/18-08/11/18	2	:30	Orbit- [P]Anger Management Saturday(Sa), [P]Anger Management 2 Saturday(Sa)							1		1	\$15.00	\$15.00	Milwaukee (WVTV)		8/8/18
Est 12.0	Unapproved (NewL) on credit hold / SPOT	08/12/18-08/12/18	2	:30	12P- 2P (CST)								1	1	\$15.00	\$15.00	Milwaukee (WVTV)		8/8/18
Est 13.0	Unapproved (NewL) on credit hold / SPOT	08/12/18-08/12/18	2	:30	2P- Movie-Sunday Movie 2								1	1	\$15.00	\$15.00	Milwaukee (WVTV)		8/8/18
Est 14.0	Unapproved (NewL) on credit hold / SPOT	08/12/18-08/12/18	2	:30	4P- Movie-Sunday Movie 3								1	1	\$25.00	\$25.00	Milwaukee (WVTV)		8/8/18
Est 15.0	Unapproved (NewL) on credit hold / SPOT	08/12/18-08/12/18	2	:30	7P- Movie-WVTV Prime Movie								1	1	\$35.00	\$35.00	Milwaukee (WVTV)		8/8/18
Est 16.0	Unapproved (NewL) on credit hold / News	08/12/18-08/12/18	2	:30	10P- News-Full Measure With Sharyl Attkisson 2								1	1	\$35.00	\$35.00	Milwaukee (WVTV)		8/8/18

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.