



WKBT-TV
 141 South 6th Street
 La Crosse, WI 54601
 (608)782-4678

<http://www.wkbt.com>

CONTRACT

<u>Contract / Revision</u> 28398385 /		<u>Alt Order #</u> 28398385
<u>Advertiser</u> Political Issue		<u>Original Date / Revision</u> 05/17/24 / 05/17/24
<u>Contract Dates</u> 05/14/24 - 05/20/24	<u>Estimate #</u> 5355	
<u>Product</u> Fix Washington PAC		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WKBT-TV	<u>Account Executive</u> Kathy Kilpatrick	<u>Sales Office</u> KATZ-Philadelph
<u>Special Handling</u> Duplicate Invoice 2x		
<u>Demographic</u> Adults 18+		
<u>Agy Code</u>	<u>Advertiser Code</u> 655	<u>Product 1/2</u> 874
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Total Video Placements
 PO Box 86
 Mount Vernon, VA 22121

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 41	WKBT	05/18/24	05/19/24	PGA Championsr	12:00 PM-6:00 PM		:30			NM	2	\$6,000.00
		<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	-----11				2	\$3,000.00			
Totals											42	\$46,250.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/29/24 - 05/20/24	42	\$46,250.00	(\$6,937.50)	\$39,312.50
Totals	42	\$46,250.00	(\$6,937.50)	\$39,312.50

Signature: _____ **Date:** _____

(* 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, on 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. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry. We reserve the right not to accept all copy.

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