



WKOW  
5727 Tokay Blvd.  
Madison, WI 53719-1219

FlexPoint Media Inc --EDI  
PO BOX 1051  
NEW ALBANY, OH 43054-1051

### Contract # 64295

**Schedule Dates** 05/15/24-05/20/24  
**Advertiser** Hovde For Wisconsin (10112)  
**Agency** FlexPoint Media Inc --EDI (1079)  
**Product** Political - Candidates (1151)  
**Brand** F-US Senate (5296)  
**Salesperson** Katz Washington DC, Katz Washington DC (1035)  
**Sales Office** Katz Washington DC  
**Buyer Name** Kevin,McCrady,  
**Phone/Fax** /  
**CPE** 615/830/5399  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Standard  
**Comments** WI-SEN  
 Separation: 30;PopulationBuyType: CPP

**Date Entered** 05/14/24  
**Last Modified** 05/14/24  
**Entered By** Marie Scott  
**CO-OP** No  
**External #** ECR28400347  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$2,310.00  
**Net Total** \$13,090.00  
**Sales Tax**

### Madison ABC (WKOW)

By Broadcast Month	Spots	Rate
May. 2024	49	\$15,400.00
<b>Grand Total:</b>	<b>49</b>	<b>\$15,400.00</b>

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
1.0	Normal Line / SPOT	05/15/24-05/17/24	1	:30	2P- Tamron				1		1			2	\$60.00	\$120.00	Madison ABC (WKOW)		5/14/24
2.0	Normal Line / SPOT	05/15/24-05/20/24	1	:30	4:30A- Wake Up Wisconsin: 430a		1		1	1	1			4	\$80.00	\$320.00	Madison ABC (WKOW)		5/14/24
3.0	Normal Line / SPOT	05/18/24-05/18/24	1	:30	6A- Wake Up Wisconsin Weekend: Saturday							1		1	\$120.00	\$120.00	Madison ABC (WKOW)		5/14/24
4.0	Normal Line / SPOT	05/15/24-05/20/24	1	:30	11:58:26A- GMA3: WHAT YOU NEED TO KNOW		1		1		1			3	\$120.00	\$360.00	Madison ABC (WKOW)		5/14/24
5.0	Normal Line / SPOT	05/19/24-05/19/24	1	:30	6A- Wake Up Wisconsin Weekend: Sunday								1	1	\$120.00	\$120.00	Madison ABC (WKOW)		5/14/24
6.0	Normal Line / SPOT	05/16/24-05/20/24	1	:30	3P- Funny You Should Ask		1			1				2	\$140.00	\$280.00	Madison ABC (WKOW)		5/14/24
7.0	Normal Line / SPOT	05/17/24-05/17/24	1	:30	3:30P- Funny You Should Ask II						1			1	\$140.00	\$140.00	Madison ABC (WKOW)		5/14/24
8.0	Normal Line / SPOT	05/16/24-05/20/24	1	:30	5A- Wake Up Wisconsin: Early Edition		1			1	1			3	\$140.00	\$420.00	Madison ABC (WKOW)		5/14/24
9.0	Normal Line / SPOT	05/15/24-05/17/24	1	:30	9A- Live with Kelly & Mark				1	1	1			3	\$180.00	\$540.00	Madison ABC (WKOW)		5/14/24
10.0	Normal Line / SPOT	05/18/24-05/18/24	1	:30	8A- GOOD MORNING AMERICA II							1		1	\$200.00	\$200.00	Madison ABC (WKOW)		5/14/24

## CONFIRMATION CONTRACT

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11.0	Normal Line / SPOT	05/15/24-05/20/24	1	:30	10:35P- JIMMY KIMMEL LIVE		1		1	1	1			4	\$220.00	\$880.00	Madison ABC (WKOW)		5/14/24
12.0	Normal Line / SPOT	05/15/24-05/17/24	1	:30	5:30A- Wake Up Wisconsin: Early Edition				1		1			2	\$220.00	\$440.00	Madison ABC (WKOW)		5/14/24
13.0	Normal Line / SPOT	05/18/24-05/18/24	1	:30	6:58:30A- GOOD MORNING AMERICA							1		1	\$300.00	\$300.00	Madison ABC (WKOW)		5/14/24
14.0	Normal Line / SPOT	05/19/24-05/19/24	1	:30	6:58:30A- GOOD MORNING AMERICA								1	1	\$300.00	\$300.00	Madison ABC (WKOW)		5/14/24
15.0	Normal Line / SPOT	05/19/24-05/19/24	1	:30	8A- THIS WEEK								1	1	\$400.00	\$400.00	Madison ABC (WKOW)		5/14/24
16.0	Normal Line / SPOT	05/16/24-05/20/24	1	:30	7A- GOOD MORNING AMERICA		1			1	1			3	\$440.00	\$1,320.00	Madison ABC (WKOW)		5/14/24
17.0	Normal Line / SPOT	05/18/24-05/18/24	1	:30	9:59:46P- 27 News @ 10							1		1	\$440.00	\$440.00	Madison ABC (WKOW)		5/14/24
18.0	Normal Line / SPOT	05/15/24-05/20/24	1	:30	6A- Wake Up Wisconsin		1		1	1	1			4	\$440.00	\$1,760.00	Madison ABC (WKOW)		5/14/24
19.0	Normal Line / SPOT	05/15/24-05/15/24	1	:30	4:58:30P- 27 News @ 5				1					1	\$600.00	\$600.00	Madison ABC (WKOW)		5/14/24
20.0	Normal Line / SPOT	05/15/24-05/20/24	1	:30	7A- GOOD MORNING AMERICA		1		1	1	1			4	\$600.00	\$2,400.00	Madison ABC (WKOW)		5/14/24
21.0	Normal Line / SPOT	05/15/24-05/17/24	1	:30	9:59:46P- 27 News @ 10				1		1			2	\$700.00	\$1,400.00	Madison ABC (WKOW)		5/14/24

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22.0	Normal Line / SPOT	05/16/24-05/20/24	1	:30	5:58:46P- 27 News @ 6		1			1	1			3	\$800.00	\$2,400.00	Madison ABC (WKOW)		5/14/24
23.0	Normal Line / SPOT	05/19/24-05/19/24	1	:30	11A- UNITED FOOTBALL LEAGUE								1	1	\$140.00	\$140.00	Madison ABC (WKOW)		5/14/24

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