

CONTRACT



WISC-TV
7025 Raymond Road
Madison, WI 53719
(608)271-4321

<http://www.channel3000.com>

And:

Grass Roots Media LLC
12 W. Dartmouth Rd
Bala Cynwyd, PA 19004

<u>Contract / Revision</u> 28382470 /		<u>Alt Order #</u> 28382470
<u>Advertiser</u> Political Various		<u>Original Date / Revision</u> 03/25/24 / 03/25/24
<u>Contract Dates</u> 03/26/24 - 04/01/24	<u>Estimate #</u> 1440	
<u>Product</u> TAMMY BALDWIN FOR US SENATE		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WISC-TV	<u>Account Executive</u> Kelly Bryant	<u>Sales Office</u> Katz-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u>	<u>Advertiser Code</u> 91	<u>Product 1/2</u> 94
<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	WISC	03/26/24	03/26/24	News 3 Now This Morning	6-7am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	-T-----				1	\$500.00			
N 2	WISC	03/27/24	03/27/24	News 3 Now This Morning	6-7am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	--W----				1	\$500.00			
N 3	WISC	03/28/24	03/28/24	News 3 Now This Morning	6-7am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	---T---				1	\$500.00			
N 4	WISC	03/29/24	03/29/24	News 3 Now This Morning	6-7am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	----F--				1	\$500.00			
N 5	WISC	04/01/24	04/01/24	News 3 Now This Morning	6-7am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/01/24	04/07/24	M-----				1	\$500.00			
N 6	WISC	03/26/24	03/26/24	News 3 Now at Six	6-630pm		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	-T-----				1	\$800.00			
N 7	WISC	03/27/24	03/27/24	News 3 Now at Six	6-630pm		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	--W----				1	\$800.00			
N 8	WISC	03/28/24	03/28/24	News 3 Now at Six	6-630pm		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	---T---				1	\$800.00			
N 9	WISC	03/29/24	03/29/24	News 3 Now at Six	6-630pm		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	----F--				1	\$800.00			
N 10	WISC	04/01/24	04/01/24	News 3 Now at Six	6-630pm		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/01/24	04/07/24	M-----				1	\$800.00			

(* 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, 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.

Client represents to the best of its knowledge that all commercials provided hereunder are cleared for use in all digital streams, including specifically CBS All Access. This means all creative, including but not limited to copyright, music (performance and synchronization rights) and talent fees, are cleared.



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28382470 /	28382470

<u>Advertiser</u>	<u>Original Date / Revision</u>
Political Various	03/25/24 / 03/25/24

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
03/26/24 - 04/01/24	TAMMY BALDWIN FOR	1440

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 11	WISC	03/30/24	03/30/24	News 3 Now at Six	6-630pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	-----S-				1	\$300.00			
N 12	WISC	03/31/24	03/31/24	News 3 Now at 5:30	530-6pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	-----S				1	\$500.00			
N 13	WISC	03/26/24	03/26/24	Entertainment Tonight	630-7pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	-T-----				1	\$600.00			
N 14	WISC	03/27/24	03/27/24	Entertainment Tonight	630-7pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	--W----				1	\$600.00			
N 15	WISC	03/28/24	03/28/24	Entertainment Tonight	630-7pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	---T---				1	\$600.00			
N 16	WISC	03/29/24	03/29/24	Entertainment Tonight	630-7pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	----F--				1	\$600.00			
N 17	WISC	04/01/24	04/01/24	Entertainment Tonight	630-7pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/01/24	04/07/24	M-----				1	\$600.00			
N 18	WISC	03/26/24	03/26/24	News 3 at 10	10-1035pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	-T-----				1	\$600.00			
N 19	WISC	03/27/24	03/27/24	News 3 at 10	10-1035pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	--W----				1	\$600.00			
N 20	WISC	03/28/24	03/28/24	News 3 at 10	10-1035pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	---T---				1	\$600.00			
N 21	WISC	03/29/24	03/29/24	News 3 at 10	10-1035pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	----F--				1	\$600.00			
N 22	WISC	04/01/24	04/01/24	News 3 at 10	10-1035pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/01/24	04/07/24	M-----				1	\$600.00			
N 23	WISC	03/30/24	03/30/24	News 3 at 10	10-1035pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	-----S-				1	\$500.00			
N 24	WISC	03/29/24	03/29/24	Regional Semi	6-11pm		:30			NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/25/24	03/31/24	----F--				1	\$2,600.00			
Totals											24	\$16,400.00

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03/26/24 - 04/01/24	TAMMY BALDWIN FOR	1440

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
02/26/24 -03/31/24	20	\$13,900.00	(\$2,085.00)	\$11,815.00
04/01/24 -04/01/24	4	\$2,500.00	(\$375.00)	\$2,125.00
Totals	24	\$16,400.00	(\$2,460.00)	\$13,940.00

Signature: _____ **Date:** _____

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