



WEAU
1907 S. Hastings Way
Eau Claire, WI 54701
(715) 835-1313

CONTRACT

And:

Del Cielo Media
1427 Leslie Avenue
Suite 102
Alexandria, VA 22301

<u>Contract / Revision</u> 876880 /		<u>Alt Order #</u>
<u>Product</u> 7/26-8/1		
<u>Contract Dates</u> 07/26/18 - 08/01/18	<u>Estimate #</u> 726801	
<u>Advertiser</u> Concerned Veterans For America		<u>Original Date / Revision</u> 07/11/18 / 07/17/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WEAU	<u>Account Executive</u> Jami Clish	<u>Sales Office</u> Eau Claire Nation
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 7742	<u>Advertiser Ref</u> 46966	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WEAU	07/26/18	08/01/18	Today w/ KathieLee & Hoda	Today w/ KathieLee		:30				NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/23/18	07/29/18	----1--				1	\$50.00				
	Week:	07/30/18	08/05/18	111----				3	\$50.00				
N 2	WEAU	07/26/18	08/01/18	Daytime Rotator M-F	11:00 AM-12:00 PM		:30				NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/23/18	07/29/18	---11--				2	\$50.00				
	Week:	07/30/18	08/05/18	111----				3	\$50.00				
N 3	WEAU	07/26/18	08/01/18	WEAU 13 News @ Noon	1158a-1230p		:30				NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/23/18	07/29/18	---11--				2	\$175.00				
	Week:	07/30/18	08/05/18	111----				3	\$175.00				
N 4	WEAU	07/26/18	08/01/18	M-F 130p-2p	130p-2p		:30				NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/23/18	07/29/18	---11--				2	\$50.00				
	Week:	07/30/18	08/05/18	111----				3	\$50.00				
N 5	WEAU	07/26/18	08/01/18	Jeopardy M-F	430p-5p		:30				NM	5	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/23/18	07/29/18	---11--				2	\$160.00				
	Week:	07/30/18	08/05/18	111----				3	\$160.00				
N 6	WEAU	07/26/18	08/01/18	Hello Wisconsin @ 5a	5a-530a		:30				NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/23/18	07/29/18	---11--				2	\$80.00				
	Week:	07/30/18	08/05/18	111----				3	\$80.00				
N 7	WEAU	07/26/18	08/01/18	Hello Wisconsin @ 530a	530a-6a		:30				NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/23/18	07/29/18	---11--				2	\$125.00				
	Week:	07/30/18	08/05/18	111----				3	\$125.00				
N 8	WEAU	07/26/18	08/01/18	Today Show	7a-9a		:30				NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/23/18	07/29/18	---11--				2	\$450.00				
	Week:	07/30/18	08/05/18	111----				3	\$450.00				
N 9	WEAU	07/28/18	07/28/18	Sa Today	7a-9a		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	07/23/18	07/29/18	-----S-				2	\$225.00				

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<u>Advertiser</u> Concerned Veterans For		<u>Original Date / Revision</u> 07/11/18 / 07/17/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
N 10	WEAU	07/29/18	07/29/18	Su Today	7a-8a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	-----S				1	\$225.00				
N 11	WEAU	07/26/18	08/01/18	WEAU 13 News @ 4p	4p-430p		:30				NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	---11--				2	\$125.00				
Week:		07/30/18	08/05/18	111----				3	\$125.00				
N 12	WEAU	07/26/18	08/01/18	WEAU 13 News @ 5p	5p-530p		:30				NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	---11--				2	\$450.00				
Week:		07/30/18	08/05/18	111----				3	\$450.00				
N 13	WEAU	07/26/18	08/01/18	WEAU 13 News @ 6p	6p-630		:30				NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	---11--				2	\$800.00				
Week:		07/30/18	08/05/18	111----				3	\$800.00				
N 14	WEAU	07/26/18	08/01/18	The Tonight Show	1035p-1135p		:30				NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	---1---				1	\$225.00				
Week:		07/30/18	08/05/18	1-1----				2	\$225.00				
N 15	WEAU	07/28/18	07/28/18	Saturday Night Live	1030p-12a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	-----S-				1	\$300.00				
N 16	WEAU	07/29/18	07/29/18	Sun 11p-12a	1105p-1205a		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	-----S				1	\$30.00				
N 17	WEAU	07/29/18	07/29/18	Sun 11p-12a	11:05 PM-11:35 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	-----S				1	\$80.00				
		<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>			
		2	WEAU	07/23/18-07/29/18	Sun 11p-12a	11:05 PM-11:35 PM	-----S-	:30	\$80.00	NM			
		See MG 22.5,22.6,22.7,22.8,22.9											
N 18	WEAU	07/28/18	07/28/18	WEAU 13 News @ 10p Sat	10p-1030p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	-----S-				1	\$500.00				
N 19	WEAU	07/26/18	08/01/18	Wheel of Fortune M-F	630p-7p		:30				NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	---1---				1	\$950.00				
Week:		07/30/18	08/05/18	1-1----				2	\$950.00				
N 20	WEAU	07/28/18	07/28/18	Wheel of Fortune Sa	630p-7p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	-----S-				1	\$400.00				
N 21	WEAU	07/30/18	07/30/18	Monday Prime Hr 1	6:58 PM-8:00 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/30/18	08/05/18	M-----				1	\$500.00				
		<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>			
		2	WEAU	07/30/18-08/05/18	Monday Prime Hr 1	6:58 PM-8:00 PM	M-----	:30	\$500.00	NM			
		See MG 22.5,22.6,22.7,22.8,22.9											
N 22	WEAU	07/30/18	07/30/18	Monday Prime 2 Hour	6:58 PM-9:00 PM		:30				NM	6	\$3,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/30/18	08/05/18	M-----				2	\$800.00				

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
<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>		
4		WEAU	07/30/18-08/05/18	Monday Prime 2 Hour	6:58 PM-9:00 PM	M-----	:30		\$800.00		NM		
See MG 22.5,22.6,22.7,22.8,22.9													
5		WEAU	07/26/18-08/01/18	Wheel of Fortune M-F	630p-7p	MTuWThF----	:30		\$950.00		NM		
(M) MG for 17.2,24.2,29.2,21.2,30.2,22.4													
6		WEAU	07/26/18-08/01/18	WEAU 13 News @ 6p	6p-630	MTuWThF----	:30		\$800.00		NM		
(M) MG for 17.2,24.2,29.2,21.2,30.2,22.4													
7		WEAU	07/26/18-08/01/18	WEAU 13 News @ 5p	5p-530p	MTuWThF----	:30		\$450.00		NM		
(M) MG for 17.2,24.2,29.2,21.2,30.2,22.4													
8		WEAU	07/26/18-08/01/18	WEAU 13 News @ 5p	5p-530p	MTuWThF----	:30		\$450.00		NM		
(M) MG for 17.2,24.2,29.2,21.2,30.2,22.4													
9		WEAU	07/26/18-08/01/18	Megyn Kelly Today	Megyn Kelly Today	MTuWThF----	:30		\$230.00		NM		
(M) MG for 17.2,24.2,29.2,21.2,30.2,22.4													
N 23	WEAU	07/31/18	07/31/18	Tuesday Prime 2 Hour	6:58 PM-9:00 PM		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/30/18	08/05/18	-T-----				1	\$1,500.00				
N 24	WEAU	08/01/18	08/01/18	Wednesday Prime Hr 1	6:58 PM-8:00 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/30/18	08/05/18	--W----				1	\$750.00				
<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>		
2		WEAU	07/30/18-08/05/18	Wednesday Prime Hr 1	6:58 PM-8:00 PM	---W-----	:30		\$750.00		NM		
See MG 22.5,22.6,22.7,22.8,22.9													
N 25	WEAU	08/01/18	08/01/18	Wednesday Prime Hr 3	9p-10p		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/30/18	08/05/18	--W----				1	\$700.00				
N 26	WEAU	07/26/18	07/26/18	Thursday Prime Hr 3	9p-10p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	---T---				1	\$800.00				
N 27	WEAU	07/27/18	07/27/18	Friday Prime Hr 3	9p-10p		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	----F--				1	\$375.00				
N 28	WEAU	07/28/18	07/28/18	Saturday Prime 2 Hour	8:00 PM-10:00 PM		:30				NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	-----S-				2	\$300.00				
N 29	WEAU	07/28/18	07/28/18	Saturday Prime Hr 3	9p-10p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	-----S-				1	\$350.00				
<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>		
2		WEAU	07/23/18-07/29/18	Saturday Prime Hr 3	9p-10p	-----Sa--	:30		\$350.00		NM		
See MG 22.5,22.6,22.7,22.8,22.9													
N 30	WEAU	07/29/18	07/29/18	Sunday Prime Hr 1	6p-7p		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/18	07/29/18	-----S				1	\$400.00				
<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>		
2		WEAU	07/23/18-07/29/18	Sunday Prime Hr 1	6p-7p	-----Su	:30		\$400.00		NM		
See MG 22.5,22.6,22.7,22.8,22.9													
Totals								0.00				79	\$25,610.00

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Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/25/18 -07/29/18	34	\$9,835.00	(\$1,475.25)	\$8,359.75
07/30/18 -08/01/18	45	\$15,775.00	(\$2,366.25)	\$13,408.75
Totals	79	\$25,610.00	(\$3,841.50)	\$21,768.50

Signature: _____ **Date:** _____

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