

## CONTRACT



**WITI**  
**9001 North Green Bay Road**  
**Milwaukee, WI 53209-1297**  
**(414)355-6666**

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>764213 /       |  | <u>Alt Order #</u><br>7339730                          |
| <u>Product</u><br>Candidate                  |  |  |
| <u>Contract Dates</u><br>09/02/14 - 09/08/14 |  | <u>Estimate #</u><br>3467                              |
| <u>Advertiser</u><br>Burke/D/Gov             |  | <u>Original Date / Revision</u><br>08/28/14 / 08/28/14 |
| <u>Billing Cycle</u><br>EOM/EOC              | <u>Billing Calendar</u><br>Broadcast   | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>WITI                       | <u>Account Executive</u><br>Nick Welte | <u>Sales Office</u><br>Philadelphia - T                |
| <u>Special Handling</u>                      |  |  |
| <u>Demographic</u><br>Adults 25-54           |  |  |
| <u>IDB#</u><br>8020                          | <u>Advertiser Code</u>                 | <u>Product Code</u>                                    |
| <u>Agency Ref</u>                            |  | <u>Advertiser Ref</u>                                  |

And:

**GMMB/Greer Margolis Mitchell & Burns**  
**1010 Wisconsin Avenue**  
**Suite 800**  
**Washington, DC 20007**

| *Line | Ch | Start Date        | End Date        | Description           | Start/End Time    | Days        | Length        | Spots/Week | Rate       | Rtn  | Type | Spots | Amount     |
|-------|----|-------------------|-----------------|-----------------------|-------------------|-------------|---------------|------------|------------|------|------|-------|------------|
| N 1   | 6  | 09/02/14          | 09/08/14        | M-F 1p-2p             | 1p-2p             | MTWTF--     | :30           | 0          | \$150.00   | 0.00 | NM   | 1     | \$150.00   |
| N 2   | 6  | 09/02/14          | 09/08/14        | M-F 10-11a            | 10-11a            | MTWTF--     | :30           | 0          | \$200.00   | 0.00 | NM   | 2     | \$400.00   |
| N 3   | 6  | 09/02/14          | 09/08/14        | M-F 1035p-1105p       | 1035p-1105p       | MTWTF--     | :30           | 0          | \$350.00   | 0.00 | NM   | 2     | \$700.00   |
| N 4   | 6  | 09/02/14          | 09/08/14        | M-F 1105p-1135p       | 1105p-1135p       | MTWTF--     | :30           | 0          | \$250.00   | 0.00 | NM   | 2     | \$500.00   |
| N 5   | 6  | 09/02/14          | 09/08/14        | M-F 1135p-1205a       | 1135p-1205a       | MTWTF--     | :30           | 0          | \$200.00   | 0.00 | NM   | 2     | \$400.00   |
| N 6   | 6  | 09/02/14          | 09/08/14        | M-F 12p-1p            | 12p-1p            | MTWTF--     | :30           | 0          | \$150.00   | 0.00 | NM   | 2     | \$300.00   |
| N 7   | 6  | 09/02/14          | 09/08/14        | M-F 4p-5p             | 4p-5p             | MTWTF--     | :30           | 0          | \$215.00   | 0.00 | NM   | 2     | \$430.00   |
| N 8   | 6  | 09/02/14          | 09/08/14        | M-F 430-5a            | 430-5a            | MTWTF--     | :30           | 0          | \$100.00   | 0.00 | NM   | 2     | \$200.00   |
| N 9   | 6  | 09/02/14          | 09/08/14        | M-F 5a-530a           | 5a-530a           | MTWTF--     | :30           | 0          | \$325.00   | 0.00 | NM   | 2     | \$650.00   |
| N 10  | 6  | 09/02/14          | 09/08/14        | M-F 5p-530p           | 5p-530p           | MTWTF--     | :30           | 0          | \$450.00   | 0.00 | NM   | 1     | \$450.00   |
| N 11  | 6  | 09/02/14          | 09/08/14        | M-F 530a-6a           | 530a-6a           | MTWTF--     | :30           | 0          | \$435.00   | 0.00 | NM   | 2     | \$870.00   |
| N 12  | 6  | 09/02/14          | 09/08/14        | M-F 530p-6p           | 530p-6p           | MTWTF--     | :30           | 0          | \$450.00   | 0.00 | NM   | 1     | \$450.00   |
| N 13  | 6  | 09/02/14          | 09/08/14        | M-F 6p-630p           | 6p-630p           | MTWTF--     | :30           | 0          | \$500.00   | 0.00 | NM   | 1     | \$500.00   |
| N 14  | 6  | 09/02/14          | 09/08/14        | M-F 6a-7a             | 6a-7a             | MTWTF--     | :30           | 0          | \$450.00   | 0.00 | NM   | 1     | \$450.00   |
| N 15  | 6  | 09/02/14          | 09/08/14        | M-F 7a-8a             | 7a-8a             | MTWTF--     | :30           | 0          | \$525.00   | 0.00 | NM   | 2     | \$1,050.00 |
| N 16  | 6  | 09/02/14          | 09/08/14        | M-F 8a-9a             | 8a-9a             | MTWTF--     | :30           | 0          | \$400.00   | 0.00 | NM   | 3     | \$1,200.00 |
| N 17  | 6  | 09/02/14          | 09/08/14        | M-F 8a-9a             | 8a-9a             | MTWTF--     | :30           | 0          | \$250.00   | 0.00 | NM   | 3     | \$750.00   |
| N 18  | 6  | 09/02/14          | 09/08/14        | M-F 9-10p             | 9p-10p            | MTWTF--     | :30           | 0          | \$1,000.00 | 0.00 | NM   | 1     | \$1,000.00 |
| N 19  | 6  | 09/08/14          | 09/08/14        | FOX Prime Monday 7-8p | 7p-8p             | M-----      | :30           | 0          | \$1,500.00 | 0.00 | NM   | 1     | \$1,500.00 |
| N 20  | 6  | 09/06/14          | 09/06/14        | Sa 8a-9a              | 8a-9a             |             | :30           |            |            |      | NM   | 1     | \$300.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |            |            |      |      |       |            |
| Week: |    | 09/01/14          | 09/07/14        | -----S-               | 1                 | \$300.00    | 0.00          |            |            |      |      |       |            |
| N 21  | 6  | 09/07/14          | 09/07/14        | Su 7a-9a              | 8a-9a             |             | :30           |            |            |      | NM   | 1     | \$250.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |            |            |      |      |       |            |
| Week: |    | 09/01/14          | 09/07/14        | -----S                | 1                 | \$250.00    | 0.00          |            |            |      |      |       |            |
| N 22  | 6  | 09/07/14          | 09/07/14        | FOX News Sunday       | 9a-10a            |             | :30           |            |            |      | NM   | 1     | \$250.00   |
|       |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |            |            |      |      |       |            |
| Week: |    | 09/01/14          | 09/07/14        | -----S                | 1                 | \$250.00    | 0.00          |            |            |      |      |       |            |

(\* 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 contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. Tribune Broadcasting does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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| 764213 /                   |                | 7339730                         |
| <u>Contract Dates</u>      | <u>Product</u> | <u>Estimate #</u>               |
| 09/02/14 - 09/08/14        | Candidate      | 3467                            |
| <u>Advertiser</u>          |                | <u>Original Date / Revision</u> |
| Burke/D/Gov                |                | 08/28/14 / 08/28/14             |

| *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> | <u>Rating</u> |      |       |             |
| Totals |    |                   |                 |                 |                |      |        |                   |             |               | 0.00 | 36    | \$12,750.00 |

| Time Period         | # of Spots | Gross Amount | Net Amount  |
|---------------------|------------|--------------|-------------|
| 09/01/14 - 09/08/14 | 36         | \$12,750.00  | \$10,837.50 |
| <b>Totals</b>       | 36         | \$12,750.00  | \$10,837.50 |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

|                              |              |
|------------------------------|--------------|
| <b>Station and Location:</b> | <b>Date:</b> |
|------------------------------|--------------|

I, Terse Demastrie - authorized media buyer,  
 being/on behalf of: Mary Burke,  
 a legally qualified candidate of the Democratic  
 political party for the office of: Governor of Wisconsin  
 in the General  
 election to be held on: November 4, 2014  
 do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| As               | ORDERED                          |      |       |                |                 |

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

Burke for Wisconsin

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Sheda Conroy

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

3/5/14  
Date

[Signature]  
Signature

***To Be Signed By Station Representative***

☒ Accepted ☐ Accepted in Part ☐ Rejected

[Signature] MICHAEL NGAW G.S.M.  
Signature Printed Name Title

### AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| As ordered       |                                  |      |       |                |                 |

Attach proposed schedule with charges (if available):

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.