

## CONTRACT



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

<u>Contract / Revision</u> 757142 /		<u>Alt Order #</u> 07300014
<u>Product</u> BURKE FOR GOVERNOR		
<u>Contract Dates</u> 08/05/14 - 08/11/14		<u>Estimate #</u> 3289
<u>Advertiser</u> Burke/D/Gov		<u>Original Date / Revision</u> 08/04/14 / 08/04/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Nick Welte	<u>Sales Office</u> Philadelphia - T
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u> 188	<u>Product Code</u> 201
<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	08/05/14	08/11/14	M-F 10-11a	10-11a		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				1	\$100.00	0.00			
N 2	6	08/05/14	08/11/14	M-F 1035p-1105p	1035p-1105p		:30				NM	2	\$730.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				2	\$365.00	0.00			
N 3	6	08/05/14	08/11/14	M-F 11a-1130a FOX 6	11a-1130a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				1	\$200.00	0.00			
N 4	6	08/05/14	08/11/14	M-F 1105p-1205a	1105p-1205a		:30				NM	2	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				2	\$165.00	0.00			
N 5	6	08/05/14	08/11/14	M-F 1130a-12p FOX 6	1130a-12p		:30				NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				1	\$240.00	0.00			
N 6	6	08/05/14	08/11/14	M-F 12p-1p	12p-1p		:30				NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				2	\$140.00	0.00			
N 7	6	08/05/14	08/11/14	M-F 4p-5p	4p-5p		:30				NM	1	\$265.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				1	\$265.00	0.00			
N 8	6	08/05/14	08/11/14	M-F 5a-530a	5a-530a		:30				NM	1	\$235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				1	\$235.00	0.00			
N 9	6	08/05/14	08/11/14	M-F 5p-530p	5p-530p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				1	\$400.00	0.00			
N 10	6	08/05/14	08/11/14	M-F 530a-6a	530a-6a		:30				NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				1	\$325.00	0.00			
N 11	6	08/05/14	08/11/14	M-F 530p-6p	530p-6p		:30				NM	2	\$870.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				2	\$435.00	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 does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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*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>			
N 12	6	08/05/14	08/11/14	M-F 6p-630p	6p-630p		:30				NM	1	\$465.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				1	\$465.00	0.00			
N 13	6	08/05/14	08/11/14	M-F 6a-7a	6a-7a		:30				NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				1	\$415.00	0.00			
N 14	6	08/05/14	08/11/14	M-F 630p-7p	630p-7p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				1	\$500.00	0.00			
N 15	6	08/05/14	08/11/14	M-F 7a-8a	7a-8a		:30				NM	2	\$970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				2	\$485.00	0.00			
N 16	6	08/05/14	08/11/14	M-F 8a-9a	8a-9a		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				2	\$400.00	0.00			
N 17	6	08/05/14	08/11/14	M-F 9a-10a	9a-10a		:30				NM	2	\$530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				2	\$265.00	0.00			
N 18	6	08/05/14	08/11/14	M-F 9-930p	9p-930p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				1	\$900.00	0.00			
N 19	6	08/05/14	08/11/14	M-F 930-10p	930p-10p		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/05/14	08/11/14	MTWTF--				1	\$950.00	0.00			
N 20	6	08/10/14	08/10/14	FOX News Sunday	9a-10a		:30				NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/04/14	08/10/14	-----1				1	\$275.00	0.00			
N 21	6	08/06/14	08/06/14	FOX Prime Wed. Rotat	7p-9p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/04/14	08/10/14	--1----				1	\$1,500.00	0.00			
<b>Totals</b>										<b>0.00</b>		<b>28</b>	<b>\$11,280.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/28/14 -08/11/14	28	\$11,280.00	\$9,588.00
<b>Totals</b>	<b>28</b>	<b>\$11,280.00</b>	<b>\$9,588.00</b>

**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

**Station and Location:**

**Date:**

I, Jerse Demastrie - authorized media buyer,  
being/on behalf of: Mary Burice,  
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]  
Signature

Michael Niles  
Printed Name

GSN  
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.