

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:
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I, Jesse 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]
Signature

Larry Forsgren
Printed Name

Gm
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
<p><i>As ordered</i></p>					

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.

ORDER WORKSHEET

Rep Order# 10414653 Ver# 1 Status New
 EC'd Yes

Traffic Order#

Printed: 09/26/14 4:53 PM
 Last Received: 09/26/14 4:51 PM
 Showing Buyness: All Rep Changes or Last Station Changes

Station WMSN-TV MADISON
 Advertiser (NW80) POLITICAL
 Product BURKE FOR WISCONSIN
 Estimate# 3662
 Buyer Jesse Demastrie

Agency (GRER) GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 188/201/3662
 Flight Dates 09/30/14-10/06/14

Rep Firm MILLENNIUM SALES & MARKETING
 Sales Office (DC) WASHINGTON
 Salesperson (BPH) BRAD PHILIPPS
 Sales Assistant
 Salesperson Phone# 202-955-5342
 Salesperson Fax# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER FOR BURKE - PLEASE CNFM, THANKS

Ln	RTG/IMP	Dates	Time	Program	Len	Rate	Day	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	-	09/30-10/06	730A-8A	EVERYBODY LOVES RAYMOND	30	\$6.00	Tu-F, M	2	1	2	\$12.00
2	-	09/30-10/06	8A-830A	SEINFELD	30	\$6.00	Tu-F, M	2	1	2	\$12.00
3	-	09/30-10/06	830A-9A	SEINFELD	30	\$6.00	Tu-F, M	2	1	2	\$12.00
4	-	10/05-10/05	9A-10A	FOX NEWS SUNDAY	30	\$20.00	Su	1	1	1	\$20.00
5	-	09/30-10/06	9A-10A	JERRY SPRINGER	30	\$6.00	Tu-F, M	2	1	2	\$12.00
6	-	09/30-10/06	10A-11A	STEVE WILKOS	30	\$6.00	Tu-F, M	2	1	2	\$12.00
7	-	09/30-10/06	11A-12P	MAURY POVICH	30	\$10.00	Tu-F, M	1	1	1	\$10.00
8	-	09/30-10/06	12P-1230P	FAMILY FEUD	30	\$10.00	Tu-F, M	1	1	1	\$10.00
9	-	09/30-10/06	1230P-1P	FAMILY FEUD	30	\$10.00	Tu-F, M	1	1	1	\$10.00
10	-	09/30-10/06	1P-130P	JUSTICE FOR ALL	30	\$10.00	Tu-F, M	1	1	1	\$10.00
11	-	09/30-10/06	130P-2P	SUPREME JUSTICE	30	\$10.00	Tu-F, M	1	1	1	\$10.00

ORDER WORKSHEET

Rep Order# 10414653 Ver# 1 Status New
 EC'd Yes

Traffic Order#

Printed: 09/26/14 4:53 PM
 Last Received: 09/26/14 4:51 PM
 Showing Buylines:

Station WMSN-TV MADISON
 Advertiser (NW80) POLITICAL
 Product BURKE FOR WISCONSIN
 Estimate# 3662
 Buyer Jesse Demastrie

Agency (GRER) GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 188/201/3662
 Flight Dates 09/30/14-10/06/14

Rep Firm MILLENNIUM SALES & MARKETING
 Sales Office (DC) WASHINGTON
 Salesperson (BPH) BRAD PHILLIPS
 Sales Assistant
 Salesperson Phone# 202-955-5342
 Salesperson Fax# 202-955-5348

All Rep Changes or Last Station Changes

Ln	RTG/IMP	Dates	Time	Program	Len	Rate	Day	Spots/ Week	Num of Weeks	Total Spots	Total Cost
12	-	09/30-10/06	2P-3P	JUDGE MATHIS	30	\$20.00	Tu-F, M	1	1	1	\$20.00
13	-	09/30-10/06	3P-4P	THE PEOPLE'S COURT	30	\$25.00	Tu-F, M	1	1	1	\$25.00
14	-	10/05-10/05	10A-1030A	PACKER NATION	30	\$25.00	Su	1	1	1	\$25.00
15	-	10/05-10/05	1030A-11A	INSIDE THE HUDDLE	30	\$50.00	Su	1	1	1	\$50.00
16	-	10/05-10/05	11A-12P	FOX NFL SUNDAY	30	\$450.00	Su	1	1	1	\$450.00
17	-	09/30-10/06	4P-5P	JUDGE JUDY 2X	30	\$25.00	Tu-F, M	2	1	2	\$50.00
18	-	09/30-10/06	5P-530P	TWO & A HALF MEN	30	\$50.00	Tu-F, M	2	1	2	\$100.00
19	-	09/30-10/06	530P-6P	BIG BANG THEORY	30	\$300.00	Tu-F, M	1	1	1	\$300.00
20	-	09/30-10/06	6P-630P	MODERN FAMILY	30	\$300.00	Tu-F, M	1	1	1	\$300.00
21	-	09/30-10/06	630P-7P	BIG BANG THEORY	30	\$500.00	Tu-F, M	1	1	1	\$500.00
22	-	09/30-10/06	9P-935P	FOX 47 NEWS AT 9	30	\$225.00	Tu-F, M	1	1	1	\$225.00
23	-	10/05-10/05	9P-935P	FOX NEWS AT 9PM	30	\$225.00	Su	1	1	1	\$225.00
24	-	09/30-10/06	935P-1005P	MODERN FAMILY	30	\$250.00	Tu-F, M	1	1	1	\$250.00
25	-	09/30-10/06	1005P-1035P	MIKE & MOLLY	30	\$45.00	Tu-F, M	2	1	2	\$90.00
26	-	09/30-10/06	1035P-1105P	MIKE & MOLLY	30	\$45.00	Tu-F, M	2	1	2	\$90.00
28	-	10/04-10/04	630P-10P	FOX COLLEGE FOOTBALL	30	\$100.00	Sa	1	1	1	\$100.00

ORDER WORKSHEET

Rep Order# 10414653 Ver# 1 Status New Traffic Order# Printed: 09/26/14 4:53 PM 3 of 3
 EC'd Yes Last Received: 09/26/14 4:51 PM
 Showing Buylines: All Rep Changes or Last Station Changes

Station WMSN-TV MADISON Agency (GRER) GMMB
 Advertiser (NW80) POLITICAL 3050 K ST NW
 Product BURKE FOR WISCONSIN WASHINGTON, DC 20007
 Estimate# 3662 Agency C/P1/P2/E 188/201/3662
 Buyer Jesse Demastrie Flight Dates 09/30/14-10/06/14

Rep Firm MILLENNIUM SALES & MARKETING
 Sales Office (DC) WASHINGTON
 Salesperson (BPH) BRAD PHILLIPS
 Sales Assistant
 Salesperson Phone# 202-955-5342
 Salesperson Fax# 202-955-5348

Ln	RTG/IMP	Dates	Time	Program	Len	Rate	Day	Spots/ Week	Num of Weeks	Total Spots	Total Cost
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---REPORT TOTALS---
 Report Totals: 36 / \$2,930.00

---SALES MONTHLY TOTALS---

Oct2014: 36 / \$2,930.00
 Order Totals: 36 / \$2,930.00
 Total GRPS: 0.0

---COMPETITIVE---
 Market Totals \$70,944.31
 CABL .00% UNKN .00% WBDW .00% WTSC 32.43% WKOW 28.20%
 WMSN 4.13% WMTV 35.25%

Books [null]
 Demos RA35+P
 --- CREDIT RISK ---
 STANDARD CREDIT TERMS



WMNSN Madison
7847 Big Sky Dr
Madison, WI 53719

Greer Margolis Mitchell, Burns &
Associates-Washington
3050 K St NW
Suite 100
Washington, DC 20007

Contract # 1940251

Schedule Dates 09/30/14-10/05/14

Advertiser Burke for Wisconsin-R (91897)

Agency Greer Margolis Mitchell, Burns & Associates-Washi

Product POLITICAL CANDIDATE (ns) (1186)

Brand BURKE FOR WISCONSIN / 3662 (664492)

Salesperson Millennium/DC, Washington DC (1108)

Sales Office Millennium Washington DC

Buyer Name Demastrie, Jesse

Phone/Fax /

CPE 188/201/3662

Account Types National/Political Candidate Agency BRD

Billing Type Weekly/Irregular

Comments BURKE FOR WISCONSIN
BRAD PHILPPS

Date Entered 09/26/14

Last Modified 09/26/14

Entered By Ashley Wong

CO-OP No

Headline # ECR10414653

Demo A35+R

Order Type Normal

Package Deal

Commission % 15.00

Commission \$439.50

Net Total \$2,490.50

Sales Tax

Madison (WMNSN)

By Broadcast Month

Oct. 2014

Grand Total:

Spots

36

36

Rate

\$2,930.00

\$2,930.00

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 (1)	09/30/14-10/03/14	5	:30	7:30A- Everybody Loves Raymond 2	2		X	X	X	X			2	\$6.00	\$12.00	Madison (WMNSN)	EVERYBODY LOVES RAYMOND	9/26/14
2.0	Normal Line / SPOT (2)	09/30/14-10/03/14	5	:30	8A- Seinfeld	2		X	X	X	X			2	\$6.00	\$12.00	Madison (WMNSN)	SEINFELD	9/26/14
3.0	Normal Line / SPOT (3)	09/30/14-10/03/14	5	:30	8:30A- Seinfeld 2	2		X	X	X	X			2	\$6.00	\$12.00	Madison (WMNSN)	SEINFELD	9/26/14
4.0	Normal Line / SPOT (4)	10/05/14-10/05/14	2	:30	8A- FOX-FOX News Sunday	1							X	1	\$20.00	\$20.00	Madison (WMNSN)	FOX NEWS SUNDAY	9/26/14
5.0	Normal Line / SPOT (5)	09/30/14-10/03/14	5	:30	9A- Jerry Springer	2		X	X	X	X			2	\$6.00	\$12.00	Madison (WMNSN)	JERRY SPRINGER	9/26/14
6.0	Normal Line / SPOT (6)	09/30/14-10/03/14	5	:30	10A- Steve Wilkos	2		X	X	X	X			2	\$6.00	\$12.00	Madison (WMNSN)	STEVE WILKOS	9/26/14
7.0	Normal Line / SPOT (7)	09/30/14-10/03/14	5	:30	11A- Maury Povich	1		X	X	X	X			1	\$10.00	\$10.00	Madison (WMNSN)	MAURY POVICH	9/26/14
8.0	Normal Line / SPOT (8)	09/30/14-10/03/14	5	:30	12P- Family Feud	1		X	X	X	X			1	\$10.00	\$10.00	Madison (WMNSN)	FAMILY FEUD	9/26/14
9.0	Normal Line / SPOT (9)	09/30/14-10/03/14	5	:30	12:30P- Family Feud 2	1		X	X	X	X			1	\$10.00	\$10.00	Madison (WMNSN)	FAMILY FEUD	9/26/14
10.0	Normal Line / SPOT (10)	09/30/14-10/03/14	5	:30	1P- Celebrity Name Game	1		X	X	X	X			1	\$10.00	\$10.00	Madison (WMNSN)	CELEBRITY NAME GAME	9/26/14
11.0	Normal Line / SPOT (11)	09/30/14-10/03/14	5	:30	1:30P- Celebrity Name Game 2	1		X	X	X	X			1	\$10.00	\$10.00	Madison (WMNSN)	CELEBRITY NAME GAME	9/26/14
12.0	Normal Line / SPOT (12)	09/30/14-10/03/14	5	:30	2P- Judge Greg Mathis	1		X	X	X	X			1	\$20.00	\$20.00	Madison (WMNSN)	JUDGE MATHIS	9/26/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____

Date: _____

Accepted-Station: _____

Date: _____

Comments: _____



WMSN Madison
7847 Big Sky Dr
Madison, WI 53719

Greer Margolis Mitchell, Burns &
Associates-Washington
3050 K St NW
Suite 100
Washington, DC 20007

Contract # 1940251

Schedule Dates: 09/30/14-10/05/14
Advertiser: Burke for Wisconsin-R (91897)
Agency: Greer Margolis Mitchell, Burns & Associates-Washi
Product: POLITICAL CANDIDATE (ns) (1186)
Brand: BURKE FOR WISCONSIN / 3662 (664492)
Salesperson: Millennium/DC, Washington DC (1108)
Sales Office: Millennium Washington DC
Buyer Name: Demastrie, Jesse
Phone/Fax: /
CPE: 188/201/3662
Account Types: National/Political Candidate Agency BRD
Billing Type: Weekly/Irregular
Comments: BURKE FOR WISCONSIN
BRAD PHILLIPS

Date Entered: 09/26/14
Last Modified: 09/26/14
Entered By: Ashley Wong
CO-OP: No
Headline #: ECR10414653
Demo: A35+R
Order Type: Normal
Package Deal:
Commission %: 15.00
Commission: \$439.50
Net Total: \$2,490.50
Sales Tax:

Madison (WMSN)	Spots	Rate
By Broadcast Month	36	\$2,930.00
Oct. 2014	36	\$2,930.00
Grand Total:	36	\$2,930.00

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
13.0	Normal Line / SPOT (13)	09/30/14-10/03/14	5	:30	3P- Peoples Court	1	X	X	X	X	X			1	\$25.00	\$25.00	Madison (WMSN)	THE PEOPLES COURT	9/26/14
14.0	Normal Line / Sports/Other (14)	10/05/14-10/05/14	5	:30	10A- Sports-Green Bay Nation								1	1	\$25.00	\$25.00	Madison (WMSN)	PACKER NATION	9/26/14
15.0	Normal Line / Sports/Other (15)	10/05/14-10/05/14	5	:30	10:29A- Sports-Inside The Huddle								1	1	\$50.00	\$50.00	Madison (WMSN)	INSIDE THE HUDDLE	9/26/14
16.0	Normal Line / Pre-Game (16)	10/05/14-10/05/14	5	:30	11A- Sports-FOX NFL Sundry Pre Game								1	1	\$450.00	\$450.00	Madison (WMSN)	FOX NFL SUNDAY	9/26/14
17.0	Normal Line / SPOT (17)	09/30/14-10/03/14	5	:30	4P- 4:58P (CST)	2	X	X	X	X	X			2	\$25.00	\$50.00	Madison (WMSN)	JUDGE JUDY 2X	9/26/14
18.0	Normal Line / SPOT (18)	09/30/14-10/03/14	5	:30	4:58P- Two And A Half Men	2	X	X	X	X	X			2	\$50.00	\$100.00	Madison (WMSN)	TWO & A HALF MEN	9/26/14
19.0	Normal Line / SPOT (19)	09/30/14-10/03/14	1	:30	5:28P- Big Bang Theory 2	1	X	X	X	X	X			1	\$300.00	\$300.00	Madison (WMSN)	BIG BANG THEORY	9/26/14
20.0	Normal Line / Access (20)	09/30/14-10/03/14	1	:30	6P- Modern Family	1	X	X	X	X	X			1	\$300.00	\$300.00	Madison (WMSN)	MODERN FAMILY	9/26/14
21.0	Normal Line / Access (21)	09/30/14-10/03/14	1	:30	6:28P- Big Bang Theory	1	X	X	X	X	X			1	\$500.00	\$500.00	Madison (WMSN)	BIG BANG THEORY	9/26/14
22.0	Normal Line / News (22)	09/30/14-10/03/14	5	:30	9P- News-FOX 47 News At 9	1	X	X	X	X	X			1	\$225.00	\$225.00	Madison (WMSN)	FOX 47 NEWS AT 9	9/26/14
23.0	Normal Line / News (23)	10/05/14-10/05/14	5	:30	9P- News-FOX 47 News At 9								1	1	\$225.00	\$225.00	Madison (WMSN)	FOX NEWS AT 9PM	9/26/14
24.0	Normal Line / SPOT (24)	09/30/14-10/03/14	2	:30	9:35P- Modern Family 2	1	X	X	X	X	X			1	\$250.00	\$250.00	Madison (WMSN)	MODERN FAMILY	9/26/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____

Date: _____

Accepted-Station: _____

Date: _____

Comments: _____



WMSN Madison
7847 Big Sky Dr
Madison, WI 53719

Greer Margolis Mitchell, Burns &
Associates-Washington
3050 K St NW
Suite 100
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Contract # 1940251

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Salesperson: Millennium Washington DC
Sales Office: Millennium Washington DC
Buyer Name: Demastie, Jesse
Phone/Fax: /
CPE: 188/201/3662
Account Types: National/Political Candidate Agency BRD
Billing Type: Weekly/Irregular
Comments: BURKE FOR WISCONSIN
BRAD PHILIPPS

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Sales Tax:

Madison (WMSN)		
By Broadcast Month	Spots	Rate
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Grand Total:	36	\$2,930.00

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
25.0	Normal Line / SPOT (25)	09/30/14-10/03/14	5	:30	10:05P- Mike and Molly	2		X	X	X	X			2	\$45.00	\$90.00	Madison (WMSN)	MIKE & MOLLY	9/26/14
26.0	Normal Line / SPOT (26)	09/30/14-10/03/14	1	:30	10:35P- Mike and Molly 2	2		X	X	X	X			2	\$45.00	\$90.00	Madison (WMSN)	MIKE & MOLLY	9/26/14
27.0	Normal Line / Football (28)	10/04/14-10/04/14	2	:30	6:30P- Sports-FOX College Football 2							X		1	\$100.00	\$100.00	Madison (WMSN)	FOX COLLEGE FOOTBALL	9/26/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
 Accepted-Station: _____ Date: _____
 Comments: _____