



WMSN Madison  
7847 Big Sky Dr  
Madison, WI 53719

Waterfront Strategies  
3050 K St NW  
#100  
Washington, DC 20007

**Contract #** 6109664  
**Schedule Dates** 08/27/24-09/01/24  
**Advertiser** Duty and Honor (125143)  
**Agency** Waterfront Strategies (7591)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** 405/781/13374 (2029152)  
**Salesperson** Katz/DC, Washington DC (4022)  
**Sales Office** Katz Washington DC  
**Buyer Name** Julie,Keane,  
**Phone/Fax** /  
**CPE** 405/781/13374  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** issue MEREDITH THOMPSON  
 Separation: 30;PopulationBuyType: CPP

**Date Entered** 06/05/24  
**Last Modified** 06/05/24  
**Entered By** Brittney Milk  
**CO-OP** No  
**External #** ECR28405159  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,942.00  
**Net Total** \$22,338.00  
**Sales Tax**

**Madison (WMSN)**

By Broadcast Month	Spots	Rate
Sep. 2024	39	\$26,280.00
<b>Grand Total:</b>	<b>39</b>	<b>\$26,280.00</b>

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 / News (1)	08/27/24-08/30/24	1	:30	6A- News-The National Desk	2		X	X	X	X			2	\$75.00	\$150.00	Madison (WMSN)	News: The National Desk	6/5/24
2.0	Normal Line / News (2)	08/27/24-08/30/24	1	:30	7A- News-The National Desk 2	2		X	X	X	X			2	\$75.00	\$150.00	Madison (WMSN)	News: The National Desk	6/5/24
3.0	Normal Line / News (3)	08/27/24-08/30/24	1	:30	8A- News-The National Desk 3	2		X	X	X	X			2	\$75.00	\$150.00	Madison (WMSN)	News: The National Desk (Pacific Feed)	6/5/24
4.0	Normal Line / SPOT (4)	09/01/24-09/01/24	1	:30	8A- News-FOX News Sunday								1	1	\$100.00	\$100.00	Madison (WMSN)	FOX News Sunday	6/5/24
5.0	Normal Line / SPOT (5)	08/27/24-08/30/24	1	:30	9A- Judge Judy 3	2		X	X	X	X			2	\$50.00	\$100.00	Madison (WMSN)	Judge Judy	6/5/24
6.0	Normal Line / SPOT (6)	08/27/24-08/30/24	1	:30	12P- Family Feud 2	2		X	X	X	X			2	\$85.00	\$170.00	Madison (WMSN)	Family Feud	6/5/24
7.0	Normal Line / SPOT (7)	08/27/24-08/30/24	1	:30	12:30P- Family Feud 3	2		X	X	X	X			2	\$85.00	\$170.00	Madison (WMSN)	Family Feud	6/5/24
8.0	Normal Line / SPOT (8)	08/27/24-08/30/24	1	:30	4P- Judge Judy	2		X	X	X	X			2	\$85.00	\$170.00	Madison (WMSN)	Judge Judy	6/5/24
9.0	Normal Line / SPOT (9)	08/27/24-08/30/24	1	:30	4:30P- Judge Judy 2	2		X	X	X	X			2	\$85.00	\$170.00	Madison (WMSN)	Judge Judy	6/5/24
10.0	Normal Line / Access (10)	08/27/24-08/30/24	1	:30	6:30P- Big Bang Theory 2	2		X	X	X	X			2	\$300.00	\$600.00	Madison (WMSN)	Big Bang Theory	6/5/24
11.0	Normal Line / News (11)	08/27/24-08/30/24	1	:30	9P- News-FOX 47 News At 9	2		X	X	X	X			2	\$1,050.00	\$2,100.00	Madison (WMSN)	Fox 47 News At 9	6/5/24
12.0	Normal Line / News (12)	08/27/24-08/30/24	1	:30	9:30P- News-FOX 47 News At 9	2		X	X	X	X			2	\$1,050.00	\$2,100.00	Madison (WMSN)	Fox 47 News At 9	6/5/24

### CONFIRMATION CONTRACT

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

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WMSN Madison  
7847 Big Sky Dr  
Madison, WI 53719

Waterfront Strategies  
3050 K St NW  
#100  
Washington, DC 20007

**Contract # 6109664**

**Schedule Dates** 08/27/24-09/01/24  
**Advertiser** Duty and Honor (125143)  
**Agency** Waterfront Strategies (7591)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** 405/781/13374 (2029152)  
**Salesperson** Katz/DC, Washington DC (4022)  
**Sales Office** Katz Washington DC  
**Buyer Name** Julie,Keane,  
**Phone/Fax** /  
**CPE** 405/781/13374  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** issue MEREDITH THOMPSON  
Separation: 30;PopulationBuyType: CPP

**Date Entered** 06/05/24  
**Last Modified** 06/05/24  
**Entered By** Brittney Milk  
**CO-OP** No  
**External #** ECR28405159  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,942.00  
**Net Total** \$22,338.00  
**Sales Tax**

**Madison (WMSN)**

By Broadcast Month	Spots	Rate
Sep. 2024	39	\$26,280.00
<b>Grand Total:</b>	<b>39</b>	<b>\$26,280.00</b>

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 / News (13)	08/27/24-08/30/24	1	:30	10P- News-The National Desk LF	2		X	X	X	X			2	\$150.00	\$300.00	Madison (WMSN)	News: The National Desk	6/5/24
14.0	Normal Line / News (14)	08/27/24-08/30/24	1	:30	10:30P- News-The National Desk LF 2	2		X	X	X	X			2	\$150.00	\$300.00	Madison (WMSN)	News: The National Desk	6/5/24
15.0	Normal Line / News (15)	08/31/24-08/31/24	1	:30	9P- News-FOX 47 News At 9 (Saturday)							1		1	\$800.00	\$800.00	Madison (WMSN)	Fox News At 9PM	6/5/24
16.0	Normal Line / News (16)	08/31/24-08/31/24	1	:30	9:30P- News-FOX 47 News At 9 (Saturday)							1		1	\$800.00	\$800.00	Madison (WMSN)	Fox News At 9PM	6/5/24
17.0	Normal Line / News (17)	09/01/24-09/01/24	1	:30	9P- News-FOX 47 News At 9 (Sunday)								1	1	\$1,050.00	\$1,050.00	Madison (WMSN)	Fox News At 9PM	6/5/24
18.0	Normal Line / News (18)	09/01/24-09/01/24	1	:30	9:30P- News-FOX 47 News At 9 (Sunday)								1	1	\$1,050.00	\$1,050.00	Madison (WMSN)	Fox News At 9PM	6/5/24
19.0	Normal Line / SPOT (19)	09/01/24-09/01/24	1	:30	11:30P- Big Bang Theory Sunday								1	1	\$30.00	\$30.00	Madison (WMSN)	Big Bang Theory	6/5/24
20.0	Normal Line / SPOT (20)	09/01/24-09/01/24	1	:30	12A- Big Bang Theory 2 Sunday								1	1	\$20.00	\$20.00	Madison (WMSN)	Big Bang Theory	6/5/24
21.0	Normal Line / Prime (21)	08/27/24-08/27/24	1	:30	8P- FOX-Dont Forget The Lyrics (Tuesday)			1						1	\$750.00	\$750.00	Madison (WMSN)	Don't Forget The Lyrics-FOX	6/5/24

**CONFIRMATION CONTRACT**

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

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WMSN Madison  
7847 Big Sky Dr  
Madison, WI 53719

Waterfront Strategies  
3050 K St NW  
#100  
Washington, DC 20007

**Contract #** 6109664  
**Schedule Dates** 08/27/24-09/01/24  
**Advertiser** Duty and Honor (125143)  
**Agency** Waterfront Strategies (7591)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** 405/781/13374 (2029152)  
**Salesperson** Katz/DC, Washington DC (4022)  
**Sales Office** Katz Washington DC  
**Buyer Name** Julie,Keane,  
**Phone/Fax** /  
**CPE** 405/781/13374  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** issue MEREDITH THOMPSON  
 Separation: 30;PopulationBuyType: CPP

**Date Entered** 06/05/24  
**Last Modified** 06/05/24  
**Entered By** Brittney Milk  
**CO-OP** No  
**External #** ECR28405159  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$3,942.00  
**Net Total** \$22,338.00  
**Sales Tax**

Madison (WMSN)		
By Broadcast Month	Spots	Rate
Sep. 2024	39	\$26,280.00
<b>Grand Total:</b>	<b>39</b>	<b>\$26,280.00</b>

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
22.0	Normal Line / Prime (22)	08/28/24-08/28/24	1	:30	7P- FOX-Masterchef (Wednesday)				1					1	\$1,250.00	\$1,250.00	Madison (WMSN)	Masterchef-FOX	6/5/24
23.0	Normal Line / Prime (23)	08/30/24-08/30/24	1	:30	7P- Sports-FOX WWE SmackDown Live						1			1	\$400.00	\$400.00	Madison (WMSN)	Friday Night SmackDown-FOX	6/5/24
24.0	Normal Line / Football (24)	08/31/24-08/31/24	1	:30	11A- Sports-FOX College Football Early							1		1	\$10,000.00	\$10,000.00	Madison (WMSN)	U-WI FOOTBALL DAY	6/5/24
25.0	Normal Line / Baseball (25)	08/31/24-08/31/24	1	:30	6P- Sports-FOX MLB							1		1	\$400.00	\$400.00	Madison (WMSN)	FOX MLB Prime (non-Brewers)	6/5/24
26.0	Normal Line / Baseball (26)	08/31/24-08/31/24	1	:30	6P- Sports-FOX MLB Premium Game							1		1	\$3,000.00	\$3,000.00	Madison (WMSN)	MLB: MILWAUKEE BRWERS	6/5/24

### CONFIRMATION CONTRACT

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

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.