



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

CONTRACT

<u>Contract / Revision</u> 912363 /		<u>Alt Order #</u> WOC11796062
<u>Product</u> General		
<u>Contract Dates</u> 09/14/18 - 10/04/18	<u>Estimate #</u> 236	
<u>Advertiser</u> Leah Vukmir for Senate		<u>Original Date / Revision</u> 09/17/18 / 09/17/18
<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> Adults 18+		
		<u>Total Ratings</u> 904.10
<u>Agcy Code</u>	<u>Advertiser Code</u> 47	<u>Product 1/2</u> 61
<u>Agency Ref</u> 2947	<u>Advertiser Ref</u> 150953	

And:

Jamestown Associates
734 15th St NW
Ste 550
Washington, DC 20005

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WEAU	09/18/18	10/04/18	Hello Wisconsin @ 430a	4:30 AM-5:00 AM		:30				NM	11	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/14/18	09/20/18	-TWT---				3	\$20.00	1.20			
	Week:	09/21/18	09/27/18	MTWTF--				4	\$20.00	1.20			
	Week:	09/28/18	10/04/18	MTWTF--				4	\$20.00	1.20			
N 2	WEAU	09/18/18	10/04/18	Hello Wisconsin @ 5a	5:00 AM-5:30 AM		:30				NM	8	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/14/18	09/20/18	-TWT---				2	\$70.00	1.60			
	Week:	09/21/18	09/27/18	MTWTF--				3	\$70.00	1.60			
	Week:	09/28/18	10/04/18	MTWTF--				3	\$70.00	1.60			
N 3	WEAU	09/18/18	10/04/18	Hello Wisconsin @ 530a	5:30 AM-6:00 AM		:30				NM	9	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/14/18	09/20/18	-TWT---				3	\$100.00	2.20			
	Week:	09/21/18	09/27/18	MTWTF--				3	\$100.00	2.20			
	Week:	09/28/18	10/04/18	MTWTF--				3	\$100.00	2.20			
N 4	WEAU	09/18/18	10/04/18	Today Show	7:00 AM-9:00 AM		:30				NM	8	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/14/18	09/20/18	-TWT---				2	\$250.00	5.40			
	Week:	09/21/18	09/27/18	MTWTF--				3	\$250.00	5.40			
	Week:	09/28/18	10/04/18	MTWTF--				3	\$250.00	5.40			
N 5	WEAU	09/18/18	10/04/18	Megyn Kelly Today	9:00 AM-10:00 AM		:30				NM	12	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/14/18	09/20/18	-TWT---				4	\$90.00	3.60			
	Week:	09/21/18	09/27/18	MTWTF--				4	\$90.00	3.60			
	Week:	09/28/18	10/04/18	MTWTF--				4	\$90.00	3.60			
N 6	WEAU	09/18/18	10/04/18	Today w/ KathieLee & Hoda	10:00 AM-11:00 AM		:30				NM	11	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/14/18	09/20/18	-TWT---				3	\$20.00	2.30			
	Week:	09/21/18	09/27/18	MTWTF--				4	\$20.00	2.30			
	Week:	09/28/18	10/04/18	MTWTF--				4	\$20.00	2.30			
N 7	WEAU	09/18/18	10/04/18	Daytime Rotator M-F	11:00 AM-12:00 PM		:30				NM	10	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/14/18	09/20/18	-TWT---				2	\$20.00	2.10			
	Week:	09/21/18	09/27/18	MTWTF--				4	\$20.00	2.10			
	Week:	09/28/18	10/04/18	MTWTF--				4	\$20.00	2.10			

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<u>Contract / Revision</u> 912363 /		<u>Alt Order #</u> WOC11796062
<u>Contract Dates</u> 09/14/18 - 10/04/18	<u>Product</u> General	<u>Estimate #</u> 236
<u>Advertiser</u> Leah Vukmir for Senate		<u>Original Date / Revision</u> 09/17/18 / 09/17/18

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 8	WEAU	09/18/18	10/04/18	WEAU 13 News @ Noon	12:00 PM-12:30 PM		:30				NM	12	\$1,560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/14/18	09/20/18	-TWT---				4	\$130.00	5.30			
	Week:	09/21/18	09/27/18	MTWTF--				4	\$130.00	5.30			
	Week:	09/28/18	10/04/18	MTWTF--				4	\$130.00	5.30			
N 9	WEAU	09/18/18	10/04/18	M-F 130p-2p	1:30 PM-2:00 PM		:30				NM	11	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/14/18	09/20/18	-TWT---				3	\$20.00	2.10			
	Week:	09/21/18	09/27/18	MTWTF--				4	\$20.00	2.10			
	Week:	09/28/18	10/04/18	MTWTF--				4	\$20.00	2.10			
N 10	WEAU	09/18/18	10/04/18	M-F 2p-3p	2:00 PM-3:00 PM		:30				NM	7	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/14/18	09/20/18	-TWT---				1	\$20.00	1.50			
	Week:	09/21/18	09/27/18	MTWTF--				3	\$20.00	1.50			
	Week:	09/28/18	10/04/18	MTWTF--				3	\$20.00	1.50			
N 11	WEAU	09/18/18	10/04/18	WEAU 13 News @ 4p	4:00 PM-4:30 PM		:30				NM	11	\$1,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/14/18	09/20/18	-TWT---				3	\$120.00	3.70			
	Week:	09/21/18	09/27/18	MTWTF--				4	\$120.00	3.70			
	Week:	09/28/18	10/04/18	MTWTF--				4	\$120.00	3.70			
N 12	WEAU	09/18/18	10/04/18	Jeopardy M-F	4:30 PM-5:00 PM		:30				NM	11	\$1,430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/14/18	09/20/18	-TWT---				3	\$130.00	4.50			
	Week:	09/21/18	09/27/18	MTWTF--				4	\$130.00	4.50			
	Week:	09/28/18	10/04/18	MTWTF--				4	\$130.00	4.50			
N 13	WEAU	09/18/18	10/04/18	WEAU 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	9	\$3,330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/14/18	09/20/18	-TWT---				3	\$370.00	8.70			
	Week:	09/21/18	09/27/18	MTWTF--				3	\$370.00	8.70			
	Week:	09/28/18	10/04/18	MTWTF--				3	\$370.00	8.70			
N 14	WEAU	09/18/18	10/04/18	WEAU 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	12	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/14/18	09/20/18	-TWT---				4	\$600.00	10.70			
	Week:	09/21/18	09/27/18	MTWTF--				4	\$600.00	10.70			
	Week:	09/28/18	10/04/18	MTWTF--				4	\$600.00	10.70			
N 15	WEAU	09/18/18	10/04/18	Wheel of Fortune M-F	6:30 PM-7:00 PM		:30				NM	11	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/14/18	09/20/18	-TWT---				3	\$600.00	12.10			
	Week:	09/21/18	09/27/18	MTWTF--				4	\$600.00	12.10			
	Week:	09/28/18	10/04/18	MTWTF--				4	\$600.00	12.10			
N 16	WEAU	09/18/18	09/20/18	WEAU 13 News @ 10p M-F	10:00 PM-10:35 PM		:30				NM	4	\$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:	09/14/18	09/20/18	-TWT---				4	\$700.00	8.80			
N 17	WEAU	09/18/18	10/04/18	The Tonight Show	10:35 PM-11:35 PM		:30				NM	10	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/14/18	09/20/18	-TWT---				2	\$85.00	4.30			
	Week:	09/21/18	09/27/18	MTWTF--				4	\$85.00	4.30			
	Week:	09/28/18	10/04/18	MTWTF--				4	\$85.00	4.30			
N 18	WEAU	09/18/18	10/04/18	Late Night w/ Seth Meyers	11:35 PM-12:35 AM		:30				NM	11	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	09/14/18	09/20/18	-TWT---				3	\$25.00	2.20			
	Week:	09/21/18	09/27/18	MTWTF--				4	\$25.00	2.20			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/28/18	10/04/18	MTWTF--				4	\$25.00	2.20			
N 19	WEAU	09/18/18	10/04/18	Last Call	12:35 XM-1:05 XM		:30				NM	8	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/14/18	09/20/18	-TWT---				2	\$25.00	1.20			
Week:		09/21/18	09/27/18	MTWTF--				3	\$25.00	1.20			
Week:		09/28/18	10/04/18	MTWTF--				3	\$25.00	1.20			
N 20	WEAU	09/18/18	09/29/18	Sa Today	7:00 AM-9:00 AM		:30				NM	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/14/18	09/20/18	-----				0	\$0.00	0.00			
Week:		09/21/18	09/27/18	-----S-				1	\$170.00	4.70			
Week:		09/28/18	10/04/18	-----S-				1	\$170.00	4.70			
N 21	WEAU	09/18/18	09/29/18	Weekend Rotator	5:00 PM-5:30 PM		:30				NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/14/18	09/20/18	-----				0	\$0.00	0.00			
Week:		09/21/18	09/27/18	-----S-				1	\$160.00	3.30			
Week:		09/28/18	10/04/18	-----S-				1	\$160.00	3.30			
N 22	WEAU	09/18/18	09/29/18	Wheel of Fortune Sa	6:30 PM-7:00 PM		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/14/18	09/20/18	-----				0	\$0.00	0.00			
Week:		09/21/18	09/27/18	-----S-				1	\$200.00	7.20			
Week:		09/28/18	10/04/18	-----S-				1	\$200.00	7.20			
N 23	WEAU	09/14/18	09/29/18	WEAU 13 News @ 10p Sat	10:00 PM-10:30 PM		:30				NM	3	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/14/18	09/20/18	-----S-				1	\$380.00	5.90			
Week:		09/21/18	09/27/18	-----S-				1	\$380.00	5.90			
Week:		09/28/18	10/04/18	-----S-				1	\$380.00	5.90			
N 24	WEAU	09/18/18	09/29/18	Overnight Rotator M-Su	12:02 XM-1:02 XM		:30				NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/14/18	09/20/18	-----				0	\$0.00	0.00			
Week:		09/21/18	09/27/18	-----S-				1	\$15.00	1.60			
Week:		09/28/18	10/04/18	-----S-				1	\$15.00	1.60			
N 25	WEAU	09/18/18	09/30/18	Su Today	7:00 AM-8:00 AM		:30				NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/14/18	09/20/18	-----				0	\$0.00	0.00			
Week:		09/21/18	09/27/18	-----S				1	\$35.00	3.20			
Week:		09/28/18	10/04/18	-----S				1	\$35.00	3.20			
N 26	WEAU	09/14/18	09/30/18	Meet The Press	8:00 AM-9:00 AM		:30				NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/14/18	09/20/18	-----S				1	\$200.00	3.60			
Week:		09/21/18	09/27/18	-----S				1	\$200.00	3.60			
Week:		09/28/18	10/04/18	-----S				1	\$200.00	3.60			
N 27	WEAU	09/14/18	09/30/18	Weekend Rotator	5:00 PM-5:30 PM		:30				NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/14/18	09/20/18	-----S				1	\$40.00	1.70			
Week:		09/21/18	09/27/18	-----S				1	\$40.00	1.70			
Week:		09/28/18	10/04/18	-----S				1	\$40.00	1.70			
N 28	WEAU	09/18/18	09/30/18	Sun 11p-12a	11:35 PM-12:05 XM		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/14/18	09/20/18	-----				0	\$0.00	0.00			
Week:		09/21/18	09/27/18	-----S				1	\$50.00	4.30			
Week:		09/28/18	10/04/18	-----S				1	\$50.00	4.30			

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<u>Advertiser</u> Leah Vukmir for Senate		<u>Estimate #</u> 236
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
N 29	WEAU	09/18/18	09/30/18	Overnight Rotator M-Su	12:05 XM-1:05 XM		:30				NM	2	\$30.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
	Week:	09/14/18	09/20/18	-----				0	\$0.00	0.00				
	Week:	09/21/18	09/27/18	-----S				1	\$15.00	2.10				
	Week:	09/28/18	10/04/18	-----S				1	\$15.00	2.10				
Totals												904.10	209	\$34,255.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/27/18 - 09/30/18	156	\$26,755.00	(\$4,013.25)	\$22,741.75
10/01/18 - 10/04/18	53	\$7,500.00	(\$1,125.00)	\$6,375.00
Totals	209	\$34,255.00	(\$5,138.25)	\$29,116.75

Signature: _____ **Date:** _____

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