



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

CONTRACT

<u>Contract / Revision</u> 939588 /		<u>Alt Order #</u> WOC11838796
<u>Product</u> General		
<u>Contract Dates</u> 10/15/18 - 11/11/18	<u>Estimate #</u> 301	
<u>Advertiser</u> Leah Vukmir for Senate		<u>Original Date / Revision</u> 10/19/18 / 10/29/18
<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 35+		
<u>Agency 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	10/22/18	10/26/18	Hello Wisconsin @ 5a	5:00 AM-5:30 AM		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/22/18	10/28/18	11111--	5			\$150.00					
N 2	WEAU	10/22/18	10/26/18	Hello Wisconsin @ 530a	5:30 AM-6:00 AM		:30				NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/22/18	10/28/18	11111--	5			\$200.00					
N 3	WEAU	10/22/18	10/26/18	Hello Wisconsin @ 6a	6:00 AM-7:00 AM		:30				NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/22/18	10/28/18	22222--	10			\$600.00					
N 4	WEAU	10/22/18	10/26/18	Today Show	7:00 AM-9:00 AM		:30				NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/22/18	10/28/18	22222--	10			\$600.00					
N 5	WEAU	10/22/18	10/26/18	Megyn Kelly Today	9:00 AM-10:00 AM		:30				NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/22/18	10/28/18	11111--	5			\$90.00					
N 6	WEAU	10/22/18	10/26/18	Today w/ KathieLee & Hoda	10:00 AM-11:00 AM		:30				NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/22/18	10/28/18	11111--	5			\$75.00					
N 7	WEAU	10/22/18	10/26/18	WEAU 13 News @ Noon	12:00 PM-12:30 PM		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/22/18	10/28/18	11111--	5			\$300.00					
N 8	WEAU	10/22/18	10/26/18	Days of Our Lives	12:30 PM-1:30 PM		:30				NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/22/18	10/28/18	11111--	5			\$150.00					

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<u>Contract Dates</u> 10/15/18 - 11/11/18	<u>Product</u> General	<u>Estimate #</u> 301
<u>Advertiser</u> Leah Vukmir for Senate		<u>Original Date / Revision</u> 10/19/18 / 10/29/18

*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>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	WEAU	10/22/18-10/28/18	Days of Our Lives	12:30 PM-1:30 PM	MTuWThF----	:30		\$150.00		NM		
	See MG 8.6,8.7,8.8												
	2	WEAU	10/22/18-10/28/18	Days of Our Lives	12:30 PM-1:30 PM	MTuWThF----	:30		\$150.00		NM		
	See MG 8.6,8.7,8.8												
	3	WEAU	10/22/18-10/28/18	Days of Our Lives	12:30 PM-1:30 PM	MTuWThF----	:30		\$150.00		NM		
	See MG 8.6,8.7,8.8												
	4	WEAU	10/22/18-10/28/18	Days of Our Lives	12:30 PM-1:30 PM	MTuWThF----	:30		\$150.00		NM		
	See MG 8.6,8.7,8.8												
	5	WEAU	10/22/18-10/28/18	Days of Our Lives	12:30 PM-1:30 PM	MTuWThF----	:30		\$150.00		NM		
	See MG 8.6,8.7,8.8												
	6	WEAU	10/27/18-10/28/18	Saturday Prime 2 Hour	6:58 PM-9:00 PM	-----Sa--	:30		\$350.00		NM		
	Ⓜ MG for 19.1,8.5,8.4,8.3,8.2,8.1												
	7	WEAU	10/22/18-10/28/18	Tuesday Prime Hr 1	658p-8p	-Tu-----	:30		\$1,000.00		NM		
	Ⓜ MG for 19.1,8.5,8.4,8.3,8.2,8.1												
	8	WEAU	10/22/18-10/28/18	WEAU 13 News @ 6p Sat	6:00 PM-6:30 PM	-----Sa--	:30		\$300.00		NM		
	Ⓜ MG for 19.1,8.5,8.4,8.3,8.2,8.1												
N 9	WEAU	10/22/18	10/26/18	M-F 130p-2p	1:30 PM-2:00 PM		:30				NM	6	\$750.00
			<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	11111--				5	\$150.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	3	WEAU	10/22/18-10/28/18	M-F 130p-2p	1:30 PM-2:00 PM	MTuWThF----	:30		\$150.00		NM		
	See MG 9.6												
	5	WEAU	10/22/18-10/28/18	M-F 130p-2p	1:30 PM-2:00 PM	MTuWThF----	:30		\$150.00		NM		
	See MG 9.7,9.8												
	6	WEAU	10/26/18-10/26/18	M-F 130p-2p	1:30 PM-2:00 PM	-----F----	:30		\$150.00		NM		
	Ⓜ MG for 9.3 10/24												
	7	WEAU	10/29/18-10/29/18	Today w/ KathieLee & Hoda	Today w/ KathieLee	M-----	:30		\$75.00		NM		
	Ⓜ MG for 9.5 10/26												
	8	WEAU	10/29/18-10/29/18	Daytime Rotator M-F	11:00 AM-12:00 PM	M-----	:30		\$75.00		NM		
	Ⓜ MG for 9.5 10/26												
N 10	WEAU	10/22/18	10/26/18	WEAU 13 News @ 4p	4:00 PM-4:30 PM		:30				NM	5	\$875.00
			<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	11111--				5	\$175.00				
N 11	WEAU	10/22/18	10/26/18	Jeopardy M-F	4:30 PM-5:00 PM		:30				NM	6	\$1,000.00
			<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	11111--				5	\$200.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	4	WEAU	10/22/18-10/28/18	Jeopardy M-F	4:30 PM-5:00 PM	MTuWThF----	:30		\$200.00		NM		
	See MG 11.6,11.7												
	6	WEAU	10/26/18-10/28/18	The Tonight Show	1035p-1135p	-----F----	:30		\$170.00		NM		
	Ⓜ MG for 11.4 10/25												
	7	WEAU	10/26/18-10/28/18	M-F 3p-4p	3:30 PM-4:00 PM	-----F----	:30		\$30.00		NM		
	Ⓜ MG for 11.4 10/25												
N 12	WEAU	10/22/18	10/26/18	WEAU 13 News @ 5p	5:00 PM-5:30 PM		:30				NM	5	\$2,500.00
			<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	11111--				5	\$500.00				
N 13	WEAU	10/22/18	10/26/18	WEAU 13 News @ 6p	6:00 PM-6:30 PM		:30				NM	5	\$4,500.00
			<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	11111--				5	\$900.00				
N 14	WEAU	10/22/18	10/26/18	Wheel of Fortune M-F	6:30 PM-7:00 PM		:30				NM	5	\$5,000.00
			<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	11111--				5	\$1,000.00				

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
N 15	WEAU	10/22/18	10/26/18	WEAU 13 News @ 10p M-F	10:00 PM-10:35 PM		:30				NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	11111--				5	\$900.00				
N 16	WEAU	10/22/18	10/22/18	Monday Prime 2 Hour	6:58 PM-9:00 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	1-----				1	\$1,000.00				
N 17	WEAU	10/22/18	10/24/18	Wednesday Prime Hr 1	7:00 PM-8:00 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	--1----				1	\$900.00				
N 18	WEAU	10/22/18	10/27/18	Sa Today	7:00 AM-9:00 AM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1-				1	\$300.00				
N 19	WEAU	10/22/18	10/27/18	WEAU 13 News @ 6p Sat	6:00 PM-6:30 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1-				1	\$900.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>			
		1	WEAU	10/22/18-10/28/18	WEAU 13 News @ 6p Sat	6:00 PM-6:30 PM	-----Sa--	:30	\$900.00	NM			
See MG 8.6,8.7,8.8													
N 20	WEAU	10/22/18	10/27/18	Wheel of Fortune Sa	6:30 PM-7:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1-				1	\$350.00				
N 21	WEAU	10/22/18	10/27/18	WEAU 13 News @ 10p Sat	10:00 PM-10:30 PM		:30				NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----1-				1	\$425.00				
N 22	WEAU	10/15/18	10/28/18	Su Today	7:00 AM-8:00 AM		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-----1				1	\$250.00				
Week:		10/22/18	10/28/18	-----1				1	\$250.00				
N 23	WEAU	10/15/18	10/28/18	Late Run 13 News @ 10p	Various		:30				NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/18	10/21/18	-----1				1	\$400.00				
Week:		10/22/18	10/28/18	-----1				1	\$400.00				
Totals								0.00				94	\$41,125.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	92	\$40,975.00	(\$6,146.25)	\$34,828.75
10/29/18 - 10/29/18	2	\$150.00	(\$22.50)	\$127.50
Totals	94	\$41,125.00	(\$6,168.75)	\$34,956.25

Signature: _____ **Date:** _____

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