



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 Natio |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>Agency Ref</u> 2947 | <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 | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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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>Contract Dates</u> 10/15/18 - 11/11/18 | <u>Product</u> General | <u>Estimate #</u> 301 |
|--|---------------------------|--------------------------|

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| <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 | |
|---------------|--------------------|-------------------|-------------------|------------------------|-----------------------|-----------------|---------------|-------------------|-------------|-----|-------------|-------|------------|-------------|
| 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:** _____