



WMSN Madison
7847 Big Sky Dr
Madison, WI 53719

Strother Nuckels Strategies
2400 Laramie Trail
Austin, TX 78745

Contract # 2800730

Schedule Dates 03/28/17-03/30/17
Advertiser Tony Evers State Superintendent-Nonpartisan (34)
Agency Strother Nuckels Strategies (17755)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 178/174/1307 (907350)
Salesperson Millennium/DC, Washington DC
Sales Office Millennium Washington DC
Buyer Name Kristin, Hulsen,
Phone/Fax /
CPE 178/174/1307
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Candidate JAMES SCUTARI
Separation: 15

Date Entered 03/01/17
Last Modified 03/01/17
Entered By Kelli Witzgreuter
CO-OP No
Headline # ECR25450733
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$135.00
Net Total \$765.00
Sales Tax

Madison (WMSN)
By Broadcast Month
Apr. 2017 2
Grand Total: 2
Rate \$900.00
\$900.00

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 / News (1 - 3.5)	03/28/17-03/28/17	1	:30	9P- News-FOX 47 News At 9	1		1						1	\$450.00	\$450.00	Madison (WMSN)	Fox 47 News At 9	3/1/17
2.0	Normal Line / News (1 - 3.5)	03/30/17-03/30/17	1	:30	9P- News-FOX 47 News At 9	1				1				1	\$450.00	\$450.00	Madison (WMSN)	Fox 47 News At 9	3/1/17

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.



ZTELEVISION
GROUP

5th St
NY 10019

Contract # 25450733

Changes as of: 2/27/2017 at 10:04 AM

Version: Current State Version 1

CPE: 178/174/1307

Flight: 3/27/17 - 4/9/17

Total \$: \$900.00

Agency: Strother Nuckels
Strategies

Advertiser: EVERS, TONY

Total Spots: 2

2400 Laramie Trail
Austin, TX 78745

Product: Candidate

Office: WASHINGTON

Total CPP: \$128.57

Agency Order #: 5893951

Buyer: Hulsen, Kristin

Primary Demo: Adults 35+

Total GRP: 7.0

Salesperson: JAMES SCUTARI

Con Type: POLITICAL/VOTE

Assistant: JAMES SCUTARI

Separation:

202-955-5342

202-955-5342

Comments: Separation: 15

Day/Time	DP	Program	Rate	A35P Rating	Len	3/27 - 4/8												
						3/27	3/28	3/29	3/30	3/31	4/1	4/2	4/3	4/4	4/5	4/6	4/7	4/8
I-F 5-9:30p		Fox 47 News At 9	\$450.00	3.5	30	0	1	0	1	0	0	0	0	0	0	0	0	0
TOTALS:						0	1	0	1	0	0	0	0	0	0	0	0	0



Z TELEVISION
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5th St
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CPE: 178/174/1307

Agency: Strother Nuckels
Strategies

2400 Laramie Trail
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Changes as of: 2/27/2017 at 10:04 AM

Flight: 3/27/17 - 4/9/17

Advertiser: EVERS, TONY

Product: Candidate

Agency Order #: 5893951

Buyer: Hulsen, Kristin

Salesperson: JAMES SCUTARI
202-955-5342

Version: Current State Version 1

Station: WMSN

Market: Madison

Office: WASHINGTON

Primary Demo: Adults 35+

Con Type: POLITICAL/VOTE

Assistant: JAMES SCUTARI
202-955-5342

Total \$: \$900.00

Total Spots: 2

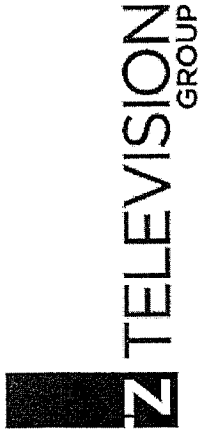
Total CPP: \$128.57

Total GRP: 7.0

Separation:

Comments: Separation: 15

Day/Time	DP	Program	Rate	A35P Rating	Len	4/9	Total Spots	Total \$	CPP	GRP
LF 3-9:30p		Fox 47 News At 9	\$450.00	3.5	30	0	2	\$900.00	\$128.57	7.0
TOTALS:							2	\$900.00	\$128.57	7.0



5th St
NY 10019

Contract # 25450733 Changes as of: 2/27/2017 at 10:04 AM Version: Current State Version 1

CPE: 178/174/1307 Flight: 3/27/17 - 4/9/17 Station: WMSN Total \$: \$900.00
Agency: Strother Nuckels Advertiser: EVERS, TONY Market: Madison Total Spots: 2
2400 Laramie Trail Product: Candidate Office: WASHINGTON Total CPP: \$128.57
Austin, TX 78745 Agency Order #: 5893951 Primary Demo: Adults 35+ Total GRP: 7.0
Buyer: Hulsen, Kristin Con Type: POLITICAL/VOTE Separation:
Salesperson: JAMES SCUTARI Assistant: JAMES SCUTARI 202-955-5342

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Order Level Comments		
04 AM	JAMES SCUTARI	Comment Separation: 15

Competitive Information					
Budget:	\$16,875				
Share:	8%				
WISC:	45%				
KOW:	22%				
VMTV:	25%				

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
Total	100%	2	\$900.00	\$128.57	7.0

Monthly Summary			
Month	Spots	Dollars	
2017-Apr	2	\$900.00	\$900.00
Total	2	\$900.00	\$900.00

Transaction History					
Created/Received	Created by	Status	Spot++	Spot-	\$ Chg
2/27/17 10:13 AM					\$0
2/27/17 10:03 AM	JAMES SCUTARI	New	2		\$900.00

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 MEDIA GROUP (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.

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, Strother Nuckels Strategies

being/on behalf of: Tony Evers

a legally qualified candidate of the Nonpartisan

political party for the office of: State Superintendent

in the General

election to be held on: 4/4/17

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Tony Evers for State Superintendent

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:

Tim Gavigan | PO Box 1879 Madison, WI 53701 | 608-520-0274

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

2/27/17

Date

[Signature]

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Mike Halmarik

Printed Name

CSM

Title