

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

And:

Adelstein & Associates
Attention: Candy Kyle
222 West Ontario Street
Chicago, IL 60610

<u>Contract / Revision</u> 627594 /		<u>Alt Order #</u> 09962285
<u>Product</u> 1 TONY EVERS FOR STATE		
<u>Contract Dates</u> 03/01/13 - 03/24/13		<u>Estimate #</u> 3606
<u>Advertiser</u> Evers/D/State Superintendent		<u>Original Date / Revision</u> 03/18/13 / 03/26/13
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Ryan Anzalone	<u>Sales Office</u> Chicago-Millenn
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 124.80
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	6	03/19/13	03/22/13	M-F 5a-6a	5a-6a		:30				NM	2	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/18/13	03/24/13	-TWTF--				3	\$215.00	2.80			
	<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>Rtg</u>	<u>Type</u>		
	1	6	03/18/13-03/24/13	M-F 5a-6a	5a-6a	-TuWThF----	:30		\$215.00	2.80	NM		
			See MG 1.4										
	4	6	03/24/13-03/24/13	Su 5p News	5-6p	-----Su	:30		\$215.00	2.80	NM		
	Ⓜ Credited												
N 2	6	03/19/13	03/22/13	M-F 6a-7a	6a-7a		:30				NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/18/13	03/24/13	-TWTF--				4	\$350.00	4.30			
N 3	6	03/19/13	03/22/13	M-F 7a-8a	7a-8a		:30				NM	4	\$1,340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/18/13	03/24/13	-TWTF--				4	\$335.00	4.10			
N 4	6	03/19/13	03/22/13	M-F 8a-9a	8a-9a		:30				NM	3	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/18/13	03/24/13	-TWTF--				3	\$315.00	3.70			
N 5	6	03/23/13	03/23/13	Sa 7a-8a	7a-8a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/18/13	03/24/13	-----S-				1	\$200.00	1.90			
N 6	6	03/23/13	03/23/13	Sa 8a-9a	8a-9a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/18/13	03/24/13	-----S-				1	\$200.00	2.20			
N 7	6	03/24/13	03/24/13	Su 7a-8a	7a-8a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/18/13	03/24/13	-----S				1	\$200.00	2.40			
N 8	6	03/24/13	03/24/13	Su 8a-9a	8a-9a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/18/13	03/24/13	-----S				1	\$200.00	2.10			
N 9	6	03/23/13	03/23/13	Sa 630-7p	Sa 630-7p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/18/13	03/24/13	-----S-				1	\$300.00	2.50			
N 10	6	03/19/13	03/22/13	M-F 9-10p	9p-10p		:30				NM	3	\$2,700.00

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
627594 /	09962285

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
03/01/13 - 03/24/13	TONY EVANS FOR STA	3606

<u>Advertiser</u>	<u>Original Date / Revision</u>
Evers/D/State Superinten	03/18/13 / 03/26/13

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/18/13	03/24/13	-TWTF--				3	\$900.00	6.30			
N 11	6	03/19/13	03/22/13	M-F 10p-1035p	10p-1035p		:30				NM	3	\$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:		03/18/13	03/24/13	-TWTF--				3	\$700.00	5.00			
N 12	6	03/23/13	03/23/13	Sa 10p-1035p	10p-1035p		:30				NM	1	\$565.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/18/13	03/24/13	-----S-				1	\$565.00	5.00			
N 13	6	03/24/13	03/24/13	Su 9p-10p	9p-10p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/18/13	03/24/13	-----S				1	\$800.00	6.30			
N 14	6	03/19/13	03/22/13	M-F 1035p-1105p	1035p-1105p		:30				NM	3	\$1,005.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/18/13	03/24/13	-TWTF--				3	\$335.00	3.00			
N 15	6	03/19/13	03/22/13	M-F 9a-10a	9a-10a		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/18/13	03/24/13	-TWTF--				4	\$200.00	2.30			
Totals										124.80		33	\$13,185.00

Time Period	# of Spots	Gross Amount	Net Amount
02/25/13 - 03/24/13	33	\$13,185.00	\$11,207.25
Totals	33	\$13,185.00	\$11,207.25

Signature: _____ **Date:** _____

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NAB Form PB-17 Candidates

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:**

I, Brian Craft,
 being/on behalf of: Tony Evers for State Superintendent, a legally
 qualified candidate of the Democratic political
 party for the office of: Wisconsin State Superintendent
 in the State of Wisconsin
 election to be held on: April 2nd

do hereby request station time as follows:

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

Total Charges:

NAB Form PB-17 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

N/A

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

Tommy Evans for State Representative

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:

Asst. Rep. State Jim Gavigan

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

3/18/13

Date

[Signature]

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title