



WKOW  
5727 Tokay Blvd.  
Madison, WI 53719-1219

Media Buying & Analytics  
4355 COBB PKWY SE PMB J489  
ATLANTA, GA 30339-4657

**Contract # 64257**

**Schedule Dates** 05/14/24-05/20/24  
**Advertiser** Biden for President (3016)  
**Agency** Media Buying & Analytics (1384)  
**Product** Political - Candidates (1151)  
**Brand** Political Candidate (16698)  
**Salesperson** Katz Washington DC, Katz Washington DC (1035)  
**Sales Office** Katz Washington DC  
**Buyer Name** Heather,Hartig,  
**Phone/Fax** /  
**CPE** 1106/1347/11740  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Standard  
**Comments** WI General

**Date Entered** 05/13/24  
**Last Modified** 05/13/24  
**Entered By** Marie Scott  
**CO-OP** No  
**External #** ECR28400002  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,839.00  
**Net Total** \$10,421.00  
**Sales Tax**

**Madison ABC (WKOW)**

By Broadcast Month	Spots	Rate
May. 2024	59	\$12,260.00
<b>Grand Total:</b>	<b>59</b>	<b>\$12,260.00</b>

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 / BASKETBALL	05/18/24-05/18/24	1	:30	12P- WNBA BASKETBALL							1		1	\$200.00	\$200.00	Madison ABC (WKOW)		5/13/24
2.0	Normal Line / SPOT	05/14/24-05/20/24	1	:30	4:30A- Wake Up Wisconsin: 430a		2	2	1	2	2			9	\$80.00	\$720.00	Madison ABC (WKOW)		5/13/24
3.0	Normal Line / SPOT	05/14/24-05/20/24	1	:30	5A- Wake Up Wisconsin: Early Edition		1	1	1	1	1			5	\$140.00	\$700.00	Madison ABC (WKOW)		5/13/24
4.0	Normal Line / SPOT	05/14/24-05/20/24	1	:30	5:30A- Wake Up Wisconsin: Early Edition		1	1	1	1	1			5	\$220.00	\$1,100.00	Madison ABC (WKOW)		5/13/24
5.0	Normal Line / SPOT	05/14/24-05/20/24	1	:30	6A- Wake Up Wisconsin		1	1	1	1	1			5	\$440.00	\$2,200.00	Madison ABC (WKOW)		5/13/24
6.0	Normal Line / SPOT	05/14/24-05/20/24	1	:30	7A- GOOD MORNING AMERICA		1	1	1	1	1			5	\$440.00	\$2,200.00	Madison ABC (WKOW)		5/13/24
7.0	Normal Line / SPOT	05/14/24-05/20/24	1	:30	9A- Live with Kelly & Mark		1	1	1	1	1			5	\$180.00	\$900.00	Madison ABC (WKOW)		5/13/24
8.0	Normal Line / SPOT	05/14/24-05/20/24	1	:30	9:58:26A- THE VIEW		1	1	1	1	1			5	\$180.00	\$900.00	Madison ABC (WKOW)		5/13/24
9.0	Normal Line / SPOT	05/14/24-05/20/24	1	:30	11A- 27 News @ 11am		1	1	1	1	1			5	\$160.00	\$800.00	Madison ABC (WKOW)		5/13/24
10.0	Normal Line / SPOT	05/14/24-05/20/24	1	:30	2P- Tamron		1	1	1	1	1			5	\$60.00	\$300.00	Madison ABC (WKOW)		5/13/24
11.0	Normal Line / SPOT	05/19/24-05/19/24	1	:30	5:28:56P- 27 News @ 530								1	1	\$400.00	\$400.00	Madison ABC (WKOW)		5/13/24

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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12.0	Normal Line / SPOT	05/15/24-05/15/24	1	:30	Orbit- [P]ABBOTT ELEMENTARY(We), [P]THE CONNERS II(We)				1					1	\$860.00	\$860.00	Madison ABC (WKOW)		5/13/24
13.0	Normal Line / SPOT	05/18/24-05/18/24	1	:30	6A- Wake Up Wisconsin Weekend: Saturday							2		2	\$120.00	\$240.00	Madison ABC (WKOW)		5/13/24
14.0	Normal Line / SPOT	05/18/24-05/18/24	1	:30	8A- GOOD MORNING AMERICA II							2		2	\$200.00	\$400.00	Madison ABC (WKOW)		5/13/24
15.0	Normal Line / SPOT	05/18/24-05/18/24	1	:30	10:35P- Fast Home Rescue							1		1	\$100.00	\$100.00	Madison ABC (WKOW)		5/13/24
16.0	Normal Line / SPOT	05/19/24-05/19/24	1	:30	6A- Wake Up Wisconsin Weekend: Sunday								2	2	\$120.00	\$240.00	Madison ABC (WKOW)		5/13/24

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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