



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

# CONTRACT

<u>Contract / Revision</u> 911752 /		<u>Alt Order #</u>
<u>Product</u> 9/27-10/5/18		
<u>Contract Dates</u> 09/27/18 - 10/05/18		<u>Estimate #</u> 927c03
<u>Advertiser</u> Americans for Prosperity(A)		<u>Original Date / Revision</u> 09/14/18 / 09/14/18
<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> Households		
<u>Agency Ref</u> 7742	<u>Advertiser Ref</u> 20423	<u>Product 1/2</u>

And:

**Del Cielo Media**  
 1427 Leslie Avenue  
 Suite 102  
 Alexandria, VA 22301

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WEAU	09/27/18	10/03/18	M-F 130p-2p	130p-2p		:30				NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	---11--				2	\$50.00				
	Week:	10/01/18	10/07/18	111----				3	\$50.00				
N 2	WEAU	09/27/18	10/05/18	Daytime Rotator M-F	11:00 AM-12:00 PM		:30				NM	7	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	---11--				2	\$50.00				
	Week:	10/01/18	10/07/18	11111--				5	\$50.00				
N 3	WEAU	09/27/18	10/05/18	WEAU 13 News @ Noon	1158a-1230p		:30				NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	---11--				2	\$200.00				
	Week:	10/01/18	10/07/18	1-111--				4	\$200.00				
N 4	WEAU	09/27/18	10/05/18	Weekend Rotator	5:00 PM-5:30 PM		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	-----S-				1	\$125.00				
	Week:	10/01/18	10/07/18	-----				0	\$0.00				
N 5	WEAU	09/27/18	10/05/18	Jeopardy M-F	430p-5p		:30				NM	5	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	---11--				2	\$160.00				
	Week:	10/01/18	10/07/18	11-1---				3	\$160.00				
N 6	WEAU	09/27/18	10/05/18	Sa Today	7a-9a		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	-----S-				2	\$225.00				
	Week:	10/01/18	10/07/18	-----				0	\$0.00				
N 7	WEAU	09/27/18	10/05/18	Su Today	7a-8a		:30				NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	-----S				2	\$225.00				
	Week:	10/01/18	10/07/18	-----				0	\$0.00				
N 8	WEAU	09/27/18	10/05/18	Today Show	7a-9a		:30				NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	---12--				3	\$500.00				
	Week:	10/01/18	10/07/18	21211--				7	\$500.00				
N 9	WEAU	09/27/18	10/05/18	WEAU 13 News @ 5p	5p-530p		:30				NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	---11--				2	\$600.00				

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

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911752 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/27/18 - 10/05/18	9/27-10/5/18	927c03

<u>Advertiser</u>	<u>Original Date / Revision</u>
Americans for Prosperity	09/14/18 / 09/14/18

*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>				
Week:		10/01/18	10/07/18	111----				3	\$600.00				
N 10	WEAU	09/27/18	10/05/18	WEAU 13 News @ 4p	4p-430p		:30				NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	---1---				1	\$125.00				
Week:		10/01/18	10/07/18	1--1---				2	\$125.00				
N 11	WEAU	09/27/18	10/05/18	Overnight Rotator M-Su	12:05 XM-1:05 XM		:30				NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----S				2	\$30.00				
Week:		10/01/18	10/07/18	-----				0	\$0.00				
N 12	WEAU	09/27/18	10/05/18	Saturday Night Live	1030p-12a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----S-				1	\$300.00				
Week:		10/01/18	10/07/18	-----				0	\$0.00				
N 13	WEAU	09/27/18	10/05/18	WEAU 13 News @ 10p Sat	10p-1030p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----S-				1	\$300.00				
Week:		10/01/18	10/07/18	-----				0	\$0.00				
N 14	WEAU	09/27/18	10/05/18	Wheel of Fortune Sa	630p-7p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----S-				1	\$400.00				
Week:		10/01/18	10/07/18	-----				0	\$0.00				
N 15	WEAU	09/27/18	10/05/18	Friday Prime Hr 3	9p-10p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	----F--				1	\$500.00				
Week:		10/01/18	10/07/18	-----				0	\$0.00				
N 16	WEAU	09/27/18	10/05/18	Friday Prime Hr 2	8p-9p		:30				NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	----F--				1	\$1,450.00				
Week:		10/01/18	10/07/18	-----				0	\$0.00				
N 17	WEAU	09/27/18	10/05/18	Friday Prime Hr 1	658p-8p		:30				NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	----F--				1	\$1,450.00				
Week:		10/01/18	10/07/18	-----				0	\$0.00				
N 18	WEAU	09/27/18	10/05/18	Football Night in America	Various		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----S				2	\$600.00				
Week:		10/01/18	10/07/18	-----				0	\$0.00				
N 19	WEAU	09/27/18	10/05/18	Wednesday Prime Hr 3	9p-10p		:30				NM	1	\$1,295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----				0	\$0.00				
Week:		10/01/18	10/07/18	--w----				1	\$1,295.00				
N 20	WEAU	09/27/18	10/05/18	Wednesday Prime Hr 1	658p-8p		:30				NM	1	\$1,635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----				0	\$0.00				
Week:		10/01/18	10/07/18	--w----				1	\$1,635.00				
N 21	WEAU	09/27/18	10/05/18	Notre Dame Football	6:30 PM-10:00 PM		:30				NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	-----S-				1	\$375.00				
Week:		10/01/18	10/07/18	-----				0	\$0.00				
<b>Totals</b>								0.00				59	\$20,965.00

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<b>09/27/18 - 10/05/18</b>	9/27-10/5/18	<b>927c03</b>

<u>Advertiser</u>	<u>Original Date / Revision</u>
<b>Americans for Prosperity</b>	09/14/18 / 09/14/18

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/27/18 -09/30/18	30	\$10,805.00	(\$1,620.75)	\$9,184.25
10/01/18 -10/05/18	29	\$10,160.00	(\$1,524.00)	\$8,636.00
<b>Totals</b>	<b>59</b>	<b>\$20,965.00</b>	<b>(\$3,144.75)</b>	<b>\$17,820.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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