



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

CONTRACT

And:

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

<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 / 09/17/18
<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 Nation
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 7742	<u>Advertiser Ref</u> 20423	

*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	0	\$0.00
		<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				
	<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	09/24/18-09/30/18	Sa Today	7a-9a	-----Sa--	:30		\$225.00		NM		
			See MG 14.2,14.3,14.4,14.5										
	2	WEAU	09/24/18-09/30/18	Sa Today	7a-9a	-----Sa--	:30		\$225.00		NM		
			See MG 14.2,14.3,14.4,14.5										
	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>				

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<u>Contract / Revision</u> 911752 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/27/18 - 10/05/18	<u>Product</u> 9/27-10/5/18	<u>Estimate #</u> 927c03
<u>Advertiser</u> Americans for Prosperity		<u>Original Date / Revision</u> 09/14/18 / 09/17/18

*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:		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				
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	4	\$850.00
		<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				
		<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	09/24/18-09/30/18	Wheel of Fortune Sa	630p-7p	-----Sa--	:30	\$400.00	NM			
		See MG 14.2,14.3,14.4,14.5											
		2	WEAU	09/29/18-09/30/18	Notre Dame Football	6:30 PM-10:00 PM	-----Sa--	:30	\$375.00	NM			
		Ⓜ MG for 6.2,6.1,14.1											
		3	WEAU	09/27/18-09/28/18	Days of Our Lives	1230p-130p	----ThF----	:30	\$200.00	NM			
		Ⓜ MG for 6.2,6.1,14.1											
		4	WEAU	09/27/18-09/28/18	Days of Our Lives	1230p-130p	----ThF----	:30	\$200.00	NM			
		Ⓜ MG for 6.2,6.1,14.1											
		5	WEAU	09/27/18-09/30/18	M-F 2p-3p	2p-3p	----ThF----	:30	\$75.00	NM			
		Ⓜ MG for 6.2,6.1,14.1											
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				

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		<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	-----				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				
N 22	WEAU	09/29/18	09/29/18	Ryder Cup	7:00 AM-5:00 PM		:30				NM	2	\$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	-----S-				2	\$250.00				
N 23	WEAU	09/30/18	10/05/18	Ryder Cup	7:00 AM-12:00 PM		:30				NM	3	\$1,050.00
		<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				3	\$350.00				
Week:		10/01/18	10/07/18	-----				0	\$0.00				
Totals								0.00				65	\$22,515.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/27/18 -09/30/18	36	\$12,355.00	(\$1,853.25)	\$10,501.75
10/01/18 -10/05/18	29	\$10,160.00	(\$1,524.00)	\$8,636.00
Totals	65	\$22,515.00	(\$3,377.25)	\$19,137.75

Signature: _____ **Date:** _____

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