



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

# CONTRACT

<u>Contract / Revision</u> 899182 /		<u>Alt Order #</u>
<u>Product</u> 8/22-8/28/18		
<u>Contract Dates</u> 08/22/18 - 08/28/18		<u>Estimate #</u> 822828
<u>Advertiser</u> Americans for Prosperity(A)		<u>Original Date / Revision</u> 08/22/18 / 08/23/18
<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	08/22/18	08/28/18	Megyn Kelly Today	Megyn Kelly Today		:30				NM	10	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/20/18	08/26/18	--222--				6	\$200.00				
	Week:	08/27/18	09/02/18	22-----				4	\$200.00				
N 2	WEAU	08/22/18	08/28/18	Today w/ KathieLee & Hoda	Today w/ KathieLee		:30				NM	10	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/20/18	08/26/18	--222--				6	\$50.00				
	Week:	08/27/18	09/02/18	22-----				4	\$50.00				
N 3	WEAU	08/22/18	08/28/18	Daytime Rotator M-F	11:00 AM-12:00 PM		:30				NM	10	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/20/18	08/26/18	--222--				6	\$50.00				
	Week:	08/27/18	09/02/18	22-----				4	\$50.00				
N 4	WEAU	08/22/18	08/28/18	WEAU 13 News @ Noon	1158a-1230p		:30				NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/20/18	08/26/18	--111--				3	\$275.00				
	Week:	08/27/18	09/02/18	11-----				2	\$275.00				
N 5	WEAU	08/22/18	08/28/18	Days of Our Lives	1230p-130p		:30				NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/20/18	08/26/18	--111--				3	\$200.00				
	Week:	08/27/18	09/02/18	11-----				2	\$200.00				
N 6	WEAU	08/22/18	08/28/18	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:	08/20/18	08/26/18	--111--				3	\$50.00				
	Week:	08/27/18	09/02/18	11-----				2	\$50.00				
N 7	WEAU	08/22/18	08/28/18	M-F 2p-3p	2p-3p		:30				NM	5	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/20/18	08/26/18	--111--				3	\$30.00				
	Week:	08/27/18	09/02/18	11-----				2	\$30.00				
N 8	WEAU	08/22/18	08/28/18	M-F 3p-4p	3:30 PM-4:00 PM		:30				NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/20/18	08/26/18	--111--				3	\$25.00				
	Week:	08/27/18	09/02/18	11-----				2	\$25.00				
N 9	WEAU	08/22/18	08/28/18	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:	08/20/18	08/26/18	--111--				3	\$160.00				

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

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

<u>Contract / Revision</u> 899182 /		<u>Alt Order #</u>
<u>Contract Dates</u> 08/22/18 - 08/28/18		<u>Product</u> 8/22-8/28/18
<u>Estimate #</u> 822828		<u>Original Date / Revision</u> 08/22/18 / 08/23/18
<u>Advertiser</u> Americans for Prosperity		

*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:		08/27/18	09/02/18	11-----				2	\$160.00				
N 10	WEAU	08/22/18	08/28/18	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:		08/20/18	08/26/18	-----1-				1	\$125.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 11	WEAU	08/22/18	08/28/18	Hello Wisconsin @ 430a	430a-5a		:30				NM	4	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	---11--				2	\$15.00				
Week:		08/27/18	09/02/18	11-----				2	\$15.00				
N 12	WEAU	08/22/18	08/28/18	Hello Wisconsin @ 5a	5a-530a		:30				NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	---11--				2	\$80.00				
Week:		08/27/18	09/02/18	11-----				2	\$80.00				
N 13	WEAU	08/22/18	08/28/18	Hello Wisconsin @ 530a	530a-6a		:30				NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	---11--				2	\$125.00				
Week:		08/27/18	09/02/18	11-----				2	\$125.00				
N 14	WEAU	08/22/18	08/28/18	Hello Wisconsin @ 6a	6a-7a		:30				NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	---22--				4	\$600.00				
Week:		08/27/18	09/02/18	22-----				4	\$600.00				
N 15	WEAU	08/22/18	08/28/18	Today Show	7a-9a		:30				NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	---22--				4	\$500.00				
Week:		08/27/18	09/02/18	22-----				4	\$500.00				
N 16	WEAU	08/22/18	08/28/18	Sa Today	7a-9a		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	-----S-				2	\$200.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 17	WEAU	08/22/18	08/28/18	Su Today	7a-8a		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	-----S				2	\$200.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 18	WEAU	08/22/18	08/28/18	WEAU 13 News @ 4p	4p-430p		:30				NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	--111--				3	\$125.00				
Week:		08/27/18	09/02/18	11-----				2	\$125.00				
N 19	WEAU	08/22/18	08/28/18	WEAU 13 News @ 5p	5p-530p		:30				NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	--111--				3	\$450.00				
Week:		08/27/18	09/02/18	11-----				2	\$450.00				
N 20	WEAU	08/22/18	08/28/18	WEAU 13 News @ 6p	6p-630		:30				NM	5	\$9,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	--111--				3	\$1,950.00				
Week:		08/27/18	09/02/18	11-----				2	\$1,950.00				
N 21	WEAU	08/22/18	08/28/18	WEAU 13 News @ 6p Sat	6p-630p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	-----S-				1	\$300.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 22	WEAU	08/22/18	08/28/18	The Tonight Show	1035p-1135p		:30				NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

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*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:		08/20/18	08/26/18	--111--				3	\$200.00				
Week:		08/27/18	09/02/18	11-----				2	\$200.00				
N 23	WEAU	08/22/18	08/28/18	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:		08/20/18	08/26/18	-----S-				1	\$300.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 24	WEAU	08/22/18	08/28/18	Sun 1030p-11p	1035p-1105p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	-----S				1	\$125.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 25	WEAU	08/22/18	08/28/18	Sun 11p-12a	1105p-1205a		:30				NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	-----S				2	\$30.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 26	WEAU	08/22/18	08/28/18	WEAU 13 News @ 10p Sat	10p-1030p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	-----S-				1	\$500.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 27	WEAU	08/22/18	08/28/18	WEAU 13 News @ 10p Sun	10p-1035p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	-----S				1	\$800.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 28	WEAU	08/22/18	08/28/18	Wheel of Fortune M-F	630p-7p		:30				NM	5	\$9,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	--111--				3	\$1,950.00				
Week:		08/27/18	09/02/18	11-----				2	\$1,950.00				
N 29	WEAU	08/22/18	08/28/18	Wheel of Fortune Sa	630p-7p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	-----S-				1	\$300.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 30	WEAU	08/22/18	08/28/18	Monday Prime 2 Hour	6:58 PM-9:00 PM		:30				NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	-----				0	\$0.00				
Week:		08/27/18	09/02/18	M-----				2	\$2,500.00				
N 31	WEAU	08/22/18	08/28/18	Tuesday Prime Hr 3	9p-10p		:30				NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	-----				0	\$0.00				
Week:		08/27/18	09/02/18	-T-----				2	\$725.00				
	<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>		
	2	WEAU	08/27/18-09/02/18	Tuesday Prime Hr 3	9p-10p	-Tu-----	:30		<del>\$725.00</del>		NM		
				See MG 36.3,36.4,36.5,36.6									
N 32	WEAU	08/22/18	08/28/18	Wednesday Prime Hr 1	658p-8p		:30				NM	1	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	--1----				1	\$2,450.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 33	WEAU	08/22/18	08/28/18	Wednesday Prime 2 Hour	8:00 PM-10:00 PM		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	--1----				1	\$1,200.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 34	WEAU	08/22/18	08/28/18	Thursday Prime Hr 1	6:58 PM-8:00 PM		:30				NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	---2---				2	\$725.00				

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<u>Contract Dates</u> 08/22/18 - 08/28/18		<u>Product</u> 8/22-8/28/18
<u>Estimate #</u> 822828		<u>Original Date / Revision</u> 08/22/18 / 08/23/18
<u>Advertiser</u> Americans for Prosperity		

*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:		08/27/18	09/02/18	-----				0	\$0.00				
N 35	WEAU	08/22/18	08/28/18	Thursday Prime Hr 2	8p-9p		:30				NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	---T---				2	\$175.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 36	WEAU	08/22/18	08/28/18	Thursday Prime Hr 3	9p-10p		:30				NM	5	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	---T---				2	\$950.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
<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>		
2	WEAU	08/20/18-08/26/18		Thursday Prime Hr 3	9p-10p	----Th-----	:30		<del>\$950.00</del>		NM		
See MG 36.3,36.4,36.5,36.6													
3	WEAU	08/20/18-08/26/18		Saturday Prime 2 Hour	6:58 PM-9:00 PM	-----Sa--	:30		\$750.00		NM		
Ⓜ MG for 31.2,37.1,39.1,36.2													
4	WEAU	08/20/18-08/26/18		WEAU 13 News @ 10p Sat	10p-1030p	-----Sa--	:30		\$300.00		NM		
Ⓜ MG for 31.2,37.1,39.1,36.2													
5	WEAU	08/20/18-08/26/18		WEAU 13 News @ 6p Sat	6p-630p	-----Sa--	:30		\$275.00		NM		
Ⓜ MG for 31.2,37.1,39.1,36.2													
6	WEAU	08/27/18-08/28/18		WEAU 13 News @ 5p	5p-530p	MTu-----	:30		\$825.00		NM		
Ⓜ MG for 31.2,37.1,39.1,36.2													
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 37	WEAU	08/22/18	08/28/18	Friday Prime Hr 3	9p-10p		:30				NM	1	\$237.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	----F--				2	\$237.50				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
<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	08/20/18-08/26/18		Friday Prime Hr 3	9p-10p	-----F---	:30		<del>\$237.50</del>		NM		
See MG 36.3,36.4,36.5,36.6													
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 38	WEAU	08/22/18	08/28/18	Saturday Prime 2 Hour	6:58 PM-9:00 PM		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	-----S-				2	\$750.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 39	WEAU	08/22/18	08/28/18	Saturday Prime Hr 3	9p-10p		:30				NM	1	\$237.50
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	-----S-				2	\$237.50				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
<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	08/20/18-08/26/18		Saturday Prime Hr 3	9p-10p	-----Sa--	:30		<del>\$237.50</del>		NM		
See MG 36.3,36.4,36.5,36.6													
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 40	WEAU	08/22/18	08/28/18	Sunday Prime Hr 1	6p-7p		:30				NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	-----S				2	\$475.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 41	WEAU	08/22/18	08/28/18	NBC Sports Specials	3:00 PM-5:00 PM		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	-----2-				2	\$75.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
N 42	WEAU	08/22/18	08/28/18	NFL Pre-Season	Various		:30				NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/20/18	08/26/18	-----2				2	\$1,000.00				
Week:		08/27/18	09/02/18	-----				0	\$0.00				
<b>Totals</b>											0.00	150	\$62,415.00

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

This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising



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

<u>Contract / Revision</u> 899182 /	<u>Alt Order #</u>
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<u>Contract Dates</u> <b>08/22/18 - 08/28/18</b>	<u>Product</u> 8/22-8/28/18	<u>Estimate #</u> <b>822828</b>
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<u>Advertiser</u> <b>Americans for Prosperity</b>	<u>Original Date / Revision</u> 08/22/18 / 08/23/18
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Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/30/18 -08/26/18	98	\$38,995.00	(\$5,849.25)	\$33,145.75
08/27/18 -08/28/18	52	\$23,420.00	(\$3,513.00)	\$19,907.00
<b>Totals</b>	<b>150</b>	<b>\$62,415.00</b>	<b>(\$9,362.25)</b>	<b>\$53,052.75</b>

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

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