



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

CONTRACT

<u>Contract / Revision</u> 940377 /		<u>Alt Order #</u>
<u>Product</u> 10/23-10/29		
<u>Contract Dates</u> 10/23/18 - 10/29/18	<u>Estimate #</u> C23C29	
<u>Advertiser</u> Americans for Prosperity(A)		<u>Original Date / Revision</u> 10/22/18 / 10/22/18
<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> Adults 35+		
<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	10/23/18	10/29/18	Today w/ KathieLee & Hoda	Today w/ KathieLee		:30				NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-1111--				4	\$75.00				
	Week:	10/29/18	11/04/18	1-----				1	\$75.00				
N 2	WEAU	10/23/18	10/29/18	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:	10/22/18	10/28/18	-2222--				8	\$50.00				
	Week:	10/29/18	11/04/18	2-----				2	\$50.00				
N 3	WEAU	10/23/18	10/29/18	WEAU 13 News @ Noon	1158a-1230p		:30				NM	6	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-1112--				5	\$360.00				
	Week:	10/29/18	11/04/18	1-----				1	\$360.00				
N 4	WEAU	10/23/18	10/29/18	M-F 130p-2p	130p-2p		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-1111--				4	\$150.00				
	Week:	10/29/18	11/04/18	1-----				1	\$150.00				
N 5	WEAU	10/23/18	10/29/18	M-F 2p-3p	2p-3p		:30				NM	5	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-1111--				4	\$44.00				
	Week:	10/29/18	11/04/18	1-----				1	\$44.00				
N 6	WEAU	10/23/18	10/29/18	M-F 3p-4p	3:30 PM-4:00 PM		:30				NM	10	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-2222--				8	\$70.00				
	Week:	10/29/18	11/04/18	2-----				2	\$70.00				
N 7	WEAU	10/23/18	10/29/18	Weekend Rotator	5:00 PM-5:30 PM		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-----S-				1	\$300.00				
	Week:	10/29/18	11/04/18	-----				0	\$0.00				
N 8	WEAU	10/23/18	10/29/18	Weekend Rotator	9:30 AM-10:00 AM		:30				NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-----S				3	\$20.00				
	Week:	10/29/18	11/04/18	-----				0	\$0.00				
N 9	WEAU	10/23/18	10/29/18	Weekend Rotator	11:00 AM-11:30 AM		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/22/18	10/28/18	-----S				3	\$20.00				

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<u>Contract Dates</u> 10/23/18 - 10/29/18	<u>Product</u> 10/23-10/29	<u>Estimate #</u> C23C29
<u>Advertiser</u> Americans for Prosperity		<u>Original Date / Revision</u> 10/22/18 / 10/22/18

*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>				
<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	10/22/18-10/28/18		Weekend Rotator	11:00 AM-11:30 AM	-----Su	:30		\$20.00		NM		
See MG 9.4													
2	WEAU	10/22/18-10/28/18		Weekend Rotator	11:00 AM-11:30 AM	-----Su	:30		\$20.00		NM		
See MG 9.4													
3	WEAU	10/22/18-10/28/18		Weekend Rotator	11:00 AM-11:30 AM	-----Su	:30		\$20.00		NM		
See MG 9.4													
4	WEAU	10/28/18-10/28/18		Sun 11p-12a	11:05 PM-11:35 PM	-----Su	:30		\$60.00		NM		
Ⓜ MG for 9.3,9.1,9.2													
Week:	10/29/18	11/04/18	-----					0	\$0.00				
N 10	WEAU	10/23/18	10/29/18	Weekend Rotator	5:00 PM-5:30 PM		:30				NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/22/18	10/28/18	-----S					3	\$120.00				
Week:	10/29/18	11/04/18	-----					0	\$0.00				
N 11	WEAU	10/23/18	10/29/18	Early Today	4a-430a		:30				NM	10	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/22/18	10/28/18	-2222--					8	\$20.00				
Week:	10/29/18	11/04/18	2-----					2	\$20.00				
N 12	WEAU	10/23/18	10/29/18	Hello Wisconsin @ 430a	430a-5a		:30				NM	10	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/22/18	10/28/18	-2222--					8	\$40.00				
Week:	10/29/18	11/04/18	2-----					2	\$40.00				
N 13	WEAU	10/23/18	10/29/18	Hello Wisconsin @ 5a	5a-530a		:30				NM	10	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/22/18	10/28/18	-2222--					8	\$160.00				
Week:	10/29/18	11/04/18	2-----					2	\$160.00				
N 14	WEAU	10/23/18	10/29/18	Hello Wisconsin @ 6a	6a-7a		:30				NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/22/18	10/28/18	-2222--					8	\$650.00				
Week:	10/29/18	11/04/18	2-----					2	\$650.00				
N 15	WEAU	10/23/18	10/29/18	Sa Today	7a-9a		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/22/18	10/28/18	-----S-					1	\$350.00				
Week:	10/29/18	11/04/18	-----					0	\$0.00				
N 16	WEAU	10/23/18	10/29/18	WEAU 13 News @ 4p	4p-430p		:30				NM	10	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/22/18	10/28/18	-2222--					8	\$245.00				
Week:	10/29/18	11/04/18	2-----					2	\$245.00				
N 17	WEAU	10/23/18	10/29/18	WEAU 13 News @ 5p	5p-530p		:30				NM	5	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/22/18	10/28/18	-1111--					4	\$840.00				
Week:	10/29/18	11/04/18	1-----					1	\$840.00				
N 18	WEAU	10/23/18	10/29/18	WEAU 13 News @ 6p Sat	6p-630p		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/22/18	10/28/18	-----S-					1	\$1,000.00				
Week:	10/29/18	11/04/18	-----					0	\$0.00				
N 19	WEAU	10/23/18	10/29/18	Wheel of Fortune M-F	630p-7p		:30				NM	3	\$6,480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:	10/22/18	10/28/18	-1-1---					2	\$2,160.00				
Week:	10/29/18	11/04/18	1-----					1	\$2,160.00				
N 20	WEAU	10/23/18	10/29/18	Wheel of Fortune Sa	630p-7p		:30				NM	1	\$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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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----S-				1	\$1,000.00				
Week:		10/29/18	11/04/18	-----				0	\$0.00				
N 21	WEAU	10/23/18	10/29/18	Monday Prime Special	9:00 PM-10:00 PM		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----				0	\$0.00				
Week:		10/29/18	11/04/18	M-----				1	\$500.00				
N 22	WEAU	10/23/18	10/29/18	Tuesday Prime Hr 1	658p-8p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-T-----				1	\$1,500.00				
Week:		10/29/18	11/04/18	-----				0	\$0.00				
N 23	WEAU	10/23/18	10/29/18	Tuesday Prime Hr 2	8p-9p		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-T-----				1	\$2,500.00				
Week:		10/29/18	11/04/18	-----				0	\$0.00				
N 24	WEAU	10/23/18	10/29/18	Thursday Prime Hr 3	9p-10p		:30				NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	---T---				1	\$950.00				
Week:		10/29/18	11/04/18	-----				0	\$0.00				
N 25	WEAU	10/23/18	10/29/18	Saturday Prime 2 Hour	6:58 PM-9:00 PM		:30				NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----S-				3	\$450.00				
Week:		10/29/18	11/04/18	-----				0	\$0.00				
N 26	WEAU	10/23/18	10/29/18	Saturday Prime Hr 3	9p-10p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/18	10/28/18	-----S-				1	\$400.00				
Week:		10/29/18	11/04/18	-----				0	\$0.00				
Totals								0.00				118	\$36,865.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/18 - 10/28/18	97	\$30,266.00	(\$4,539.90)	\$25,726.10
10/29/18 - 10/29/18	21	\$6,599.00	(\$989.85)	\$5,609.15
Totals	118	\$36,865.00	(\$5,529.75)	\$31,335.25

Signature: _____ **Date:** _____