

Emmatt Marketing  
1026 W. George St.  
Chicago, IL 60657

# Steven Reick - IL HD 63

Revision #: 1  
Date: 9/8/2016

Client: General Election  
Media: Radio  
Product: Political  
Market: Chicago  
Primary Demo: Adults 35+  
Separation between spots: 30

Estimate: 0906  
Description: IL HD 63  
Flight Start Date: 9/12/2016  
Flight End Date: 9/17/2016  
Buyer: Carol Cullen

Vendor: WGN-AM  
Contact: Carol Cullen  
E-Mail: [st80fwi@gmail.com](mailto:st80fwi@gmail.com)  
Phone: 262-888-3525  
Format: News/Talk

Daypart Program	Daypart Code	STN Gross	Dur	Wks 9/12	Total Spots	Total Cost
WGN-AM						
M-F 6am-10am	AM	\$ 140.00	:30	15	15	\$ 2,100.00
M-F 10am-3pm	MID	\$ 108.00	:30	15	15	\$ 1,620.00
M-F 3pm-8pm	PM	\$ 125.00	:30	15	15	\$ 1,875.00
M-F 8pm-12am	EVE	\$ 11.00	:30	8	8	\$ 88.00
Sat 6am-10am	AM	\$ 100.00	:30	2	2	\$ 200.00
Sat 10am-3pm	MID	\$ 70.00	:30	2	2	\$ 140.00
Total Spots:				57		
Total Net Amount:				\$ 5,119.55		
Total Gross Amount Due:				\$ 6,023.00		

Signature: \_\_\_\_\_

Please sign and fax back.

Disclaimer: Please include estimate number on invoice. This order is to run exactly as placed. Please let your traffic department and sales managers know that this client cannot be moved. Should you need to move any spots, please call Emmatt Marketing for permission. If spots are moved without permission, Emmatt Marketing will expect a 2 for 1 make good policy. There will be a two-week cancellation policy. If however, commercials are not being run as ordered, we will cancel with 24 hour notice. Posting will be required at the end of each quarter. Your station will need to post at a minimum of 90%. Please note that while you will receive payment from Emmatt Marketing, above client is responsible for credit and payment.

## CONTRACT



**WGNAM**  
**435 N. Michigan Avenue**  
**Chicago, IL 60611**  
**(312) 222-4700**

And:

**Emmatt Marketing**  
**1026 W George St**  
**Chicago, IL 60657**

<u>Contract / Revision</u> 636330 /		<u>Alt Order #</u>
<u>Product</u>		
<u>Contract Dates</u> 09/12/16 - 09/18/16		<u>Estimate #</u>
<u>Advertiser</u> Steve Reick IL House Rep		<u>Original Date / Revision</u> 09/12/16 / 09/12/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WGNAM	<u>Account Executive</u> National House WGN	<u>Sales Office</u> Chicago-WGN A
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	720	09/12/16	09/18/16	AM Drive	6:00 AM-10:00 AM		:30				NM	15	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWTF--				15	\$140.00	0.00			
N 2	720	09/12/16	09/18/16	Mid-Day	10a-3p		:30				NM	15	\$1,620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWTF--				15	\$108.00	0.00			
N 3	720	09/12/16	09/18/16	5a-8p	3:00 PM-8:00 PM		:30				NM	15	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWTF--				15	\$125.00	0.00			
N 4	720	09/12/16	09/18/16	Late Night	8:00 PM-12:00 XM		:30				NM	8	\$88.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/12/16	09/18/16	-TWTF--				8	\$11.00	0.00			
N 5	720	09/12/16	09/18/16	Saturday	6:00 AM-10:00 AM		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/12/16	09/18/16	-----S-				2	\$100.00	0.00			
N 6	720	09/12/16	09/18/16	Saturday	10a-3p		:30				NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/12/16	09/18/16	-----S-				2	\$70.00	0.00			
<b>Totals</b>										0.00		57	\$6,023.00

Time Period	# of Spots	Gross Amount	Net Amount
08/29/16 -09/17/16	57	\$6,023.00	\$5,119.55
<b>Totals</b>	57	\$6,023.00	\$5,119.55

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

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four week advance cancellation notice is required unless otherwise specified. It is the station's policy not to discriminate on the basis of race or ethnicity in its advertising sales contracts.