



125 West 55th St
New York, NY 10019

Contract # 28716413	Changes as of: 10/20/2026 at 11:02 AM	Version: Highlighting Revision 2
CPE: 278/321/3664	Flight: 10/21/26 - 10/27/26	Station: WMSN
Agency: MEDIUM BUYING, LLC	Advertiser: WIRACC/TODD NOVAK WI AD-51	Market: Madison
815 Grandview Ave	Product: TV	Office: WASHINGTON
Suite 600	Agency Order #: 15068713	Service: Nielsen
COLUMBUS, OH	Buyer: Renicker, Tanya	Primary Demo: Adults 35+
43215	Salesperson: MEREDITH THOMPSON 212-408-3622	Assistant: MEREDITH THOMPSON 212-408-3622
		Traffic #: 7170941
Comments: Separation: 30;PopulationBuyType: CPP		

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/21 - 10/21		Total Spots	Total \$	CPP*	GRP*
							10/21					
REV+ 1	W-F,M-Tu 6a-7a		The National News Desk	\$65.00	0	30	5	6	6	\$390.00	\$0.00	0.0
2	W-F,M-Tu 8a-9a		The National News Desk	\$75.00	0	30		7	7	\$525.00	\$0.00	0.0
REV+ 3	W-F,M-Tu 5p-5:30p		National News Desk	\$75.00	0	30	5	6	6	\$450.00	\$0.00	0.0
REV+ 4	W-F,M-Tu 6:30p-7p		Big Bang Theory	\$275.00	0	30	2	3	3	\$825.00	\$0.00	0.0
REV+ 5	W-F,M-Tu 9p-9:30p		Fox 47 News at 9	\$750.00	0	30	2	3	3	\$2,250.00	\$0.00	0.0
6	Sa 9a-11a		Big Noon Kickoff	\$85.00	0	30		2	2	\$170.00	\$0.00	0.0
7	Sa 9p-9:30p		Fox News at 9PM	\$300.00	0	30		1	1	\$300.00	\$0.00	0.0
8	Su 8a-9a		FOX News Sunday	\$75.00	0	30		1	1	\$75.00	\$0.00	0.0
9	Su 9a-9:30a		News: Full Measure	\$40.00	0	30		1	1	\$40.00	\$0.00	0.0
10	Su 9p-9:30p		Fox News at 9PM	\$750.00	0	30		1	1	\$750.00	\$0.00	0.0
11	Su 11:30p-12m		Big Bang Theory	\$40.00	0	30		1	1	\$40.00	\$0.00	0.0
12	F 10p-10:30p		Fox 47 News at 9	\$1,250.00	0	30		2	2	\$2,500.00	\$0.00	0.0
13	Su 9a-9:30a		FULL MEASURE	\$25.00	0	30		1	1	\$25.00	\$0.00	0.0
REV+ 14	W-F,M-Tu 9a-9:30a		Judy	\$50.00	0.0	30	0	4	4	\$200.00	\$0.00	0.0
REV+ 15	W-F,M-Tu 12:30p-1p		Fam Feud	\$60.00	0.0	30	0	3	3	\$180.00	\$0.00	0.0
REV+ 16	W-F,M-Tu 5p-5:30p		News Desk	\$75.00	0.0	30	0	3	3	\$225.00	\$0.00	0.0
REV+ 17	F-Sa 6p-7p		WS Pregame	\$2,500.00	0.0	30	0	2	2	\$5,000.00	\$0.00	0.0
REV+ 18	Sa 9a-11a		Big Noon Kickoff	\$85.00	0.0	30	0	1	1	\$85.00	\$0.00	0.0
TOTALS:							48		48	\$14,030.00	\$0.00	0.0



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	Salesperson: MEREDITH THOMPSON 212-408-3622	Assistant: MEREDITH THOMPSON 212-408-3622
	Separation:	
		Con Type: POLITICAL/VOTE
		Total \$: \$14,030.00
		Total Spots: 48
		Total CPP: \$0.00
		Total GRP:
		Traffic #: 7170941

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/20/26 11:02 AM	MEREDITH THOMPSON	Separation: 30;PopulationBuyType: CPP
10/20/26 11:02 AM	MEREDITH THOMPSON	Separation: 30;PopulationBuyType: CPP
10/15/26 3:43 PM	Payton Berg	Please see lines for na and offer
10/13/26 3:35 PM	System	Notice Received.
09/11/26 7:09 AM	MEREDITH THOMPSON	Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$140,300
WMSN Share:	10%
Comment:	shr is est
Unknown:	90%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	48	\$14,030.00	N/A	0.0
Total	100%	48	\$14,030.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2026-Oct	48	\$14,030.00
Total	48	\$14,030.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/20/26 11:02 AM	MEREDITH THOMPSON	Revised	17		\$6,855.00	\$14,030.00	Changes: Total Spots from 31 to 48, Calculated Dollars from \$7,175.00 to \$14,030.00, Competitive Market Budget from \$71,750 to \$140,300, Total \$ from \$7,175.00 to \$14,030.00, Demo Meta to [R16], Origuser Entered Dollars to \$7,175.00, User Entered \$ from \$0.00 to \$14,030.00. 9 buylines added or modified.
Revision	10/20/26 10:53 AM	GOTOSTRATA\mtHOMPS ON	Updated			\$0	\$7,175.00	
Makegood 1	10/15/26 3:43 PM	Payton Berg	Confirmed	3	4	\$0	\$7,175.00	Changes: Total Spots from 32 to 31. 4 buylines added or modified.
Queued for Electronic Contracting	10/12/26 8:28 PM					\$0	\$0	
Queued for Electronic Contracting	9/11/26 8:45 AM					\$0	\$0	
New	9/11/26 7:09 AM	MEREDITH THOMPSON	Confirmed	32		\$7,175.00	\$7,175.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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