



WMSN Madison  
7847 Big Sky Dr  
Madison, WI 53719

AL Media  
222 W Ontario St  
Ste 600  
Chicago, IL 60654-3655

**Contract #****7179681****Schedule Dates**

10/20/26-10/26/26

**Advertiser**

David Crowley for WI Governor-D (169621)

**Agency**

AL Media (15629)

**Product**

POLITICAL CANDIDATE (ns) (1186)

**Brand**

323/397/10500 (2396720)

**Salesperson**

Katz/CHI, Chicago (4019)

**Sales Office**

Katz Chicago

**Buyer Name**

Candy, Kyle,

**Phone/Fax**

/

**CPE**

323/397/10500

**Account Types**

National/Political Candidate Agency BRD

**Billing Type**

Weekly/Irregular

**Comments**Crowley for Wisconsi MATTHEW GAGGIANO  
Flight starts 10-20 and ends 10-26;**Date Entered**

10/19/26

**Last Modified**

10/19/26

**Entered By**

Payton Berg

**CO-OP**

No

**External #**

ECR28738214

**Demo****Order Type**

Normal

**Package Deal****Commission %**

15.00

**Commission**

\$5,365.50

**Net Total**

\$30,404.50

**Sales Tax****Madison (WMSN)****By Broadcast Month****Spots****Rate**

Oct. 2026 101 \$31,035.00

Nov. 2026 21 \$4,735.00

Grand Total: 122 \$35,770.00

| Line | Line Type / Break Type (Ref #) | Dates             | Sec | Length | Run Times                             | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate     | Total    | Station        | Comments | Entered  |
|------|--------------------------------|-------------------|-----|--------|---------------------------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|----------------|----------|----------|
| 1.0  | Normal Line / News (1)         | 10/25/26-10/25/26 | 2   | :30    | 8A- 9A (CST)                          | 2   |    |    |    |    |    |    | X  | 2     | \$75.00  | \$150.00 | Madison (WMSN) | NEWS     | 10/19/26 |
| 2.0  | Normal Line / News (2)         | 10/25/26-10/25/26 | 2   | :30    | 9A- 9:30A (CST)                       | 1   |    |    |    |    |    |    | X  | 1     | \$50.00  | \$50.00  | Madison (WMSN) |          | 10/19/26 |
| 3.0  | Normal Line / Prime (3)        | 10/26/26-10/26/26 | 2   | :30    | 7P- 8P (CST)                          | 2   | X  |    |    |    |    |    |    | 2     | \$450.00 | \$900.00 | Madison (WMSN) |          | 10/19/26 |
| 4.0  | Normal Line / Prime (4)        | 10/26/26-10/26/26 | 2   | :30    | 8P- 9P (CST)                          | 2   | X  |    |    |    |    |    |    | 2     | \$450.00 | \$900.00 | Madison (WMSN) |          | 10/19/26 |
| 5.0  | Normal Line / Prime (5)        | 10/20/26-10/20/26 | 2   | :30    | 7P- 8P (CST)                          | 2   |    | X  |    |    |    |    |    | 2     | \$350.00 | \$700.00 | Madison (WMSN) |          | 10/19/26 |
| 6.0  | Normal Line / Prime (6)        | 10/20/26-10/20/26 | 2   | :30    | 8P- 9P (CST)                          | 2   |    | X  |    |    |    |    |    | 2     | \$350.00 | \$700.00 | Madison (WMSN) |          | 10/19/26 |
| 7.0  | Normal Line / Prime (7)        | 10/21/26-10/21/26 | 2   | :30    | 7P- 8P (CST)                          | 2   |    |    | X  |    |    |    |    | 2     | \$400.00 | \$800.00 | Madison (WMSN) |          | 10/19/26 |
| 8.0  | Normal Line / Prime (8)        | 10/21/26-10/21/26 | 2   | :30    | 8P- 9P (CST)                          | 2   |    |    | X  |    |    |    |    | 2     | \$350.00 | \$700.00 | Madison (WMSN) |          | 10/19/26 |
| 9.0  | Normal Line / Prime (9)        | 10/22/26-10/22/26 | 2   | :30    | 8P- 9P (CST)                          | 2   |    |    |    | X  |    |    |    | 2     | \$300.00 | \$600.00 | Madison (WMSN) |          | 10/19/26 |
| 10.0 | Normal Line / News (10)        | 10/25/26-10/25/26 | 2   | :30    | 9P- News-FOX 47 News At 9 (Sunday)    | 1   |    |    |    |    |    |    | X  | 1     | \$750.00 | \$750.00 | Madison (WMSN) | NEWS     | 10/19/26 |
| 11.0 | Normal Line / News (11)        | 10/25/26-10/25/26 | 2   | :30    | 9:30P- News-FOX 47 News At 9 (Sunday) | 1   |    |    |    |    |    |    | X  | 1     | \$750.00 | \$750.00 | Madison (WMSN) | NEWS     | 10/19/26 |
| 12.0 | Normal Line / News (12)        | 10/25/26-10/25/26 | 2   | :30    | 10P- 10:30P (CST)                     | 1   |    |    |    |    |    |    | X  | 1     | \$100.00 | \$100.00 | Madison (WMSN) |          | 10/19/26 |
|      |                                |                   |     |        |                                       |     |    |    |    |    |    |    |    |       |          |          |                |          |          |

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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**External #**

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**Demo****Order Type**

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**Package Deal****Commission %**

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**Commission**

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|------|--------------------------------|-------------------|-----|--------|-----------------------------------------|-----|----|----|----|----|----|----|----|-------|------------|-------------|----------------|----------|----------|
| 13.0 | Normal Line / SPOT (13)        | 10/25/26-10/25/26 | 2   | :30    | 10:30P- 11P (CST)                       | 1   |    |    |    |    |    |    | X  | 1     | \$55.00    | \$55.00     | Madison (WMSN) |          | 10/19/26 |
| 14.0 | Normal Line / Football (14)    | 10/24/26-10/24/26 | 2   | :30    | 11A- Sports-FOX College Football Early  | 6   |    |    |    |    |    | X  |    | 6     | \$350.00   | \$2,100.00  | Madison (WMSN) | FOOTBALL | 10/19/26 |
| 15.0 | Normal Line / Football (15)    | 10/24/26-10/24/26 | 2   | :30    | 2:30P- Sports-FOX College Football Late | 6   |    |    |    |    |    | X  |    | 6     | \$350.00   | \$2,100.00  | Madison (WMSN) | FOOTBALL | 10/19/26 |
| 16.0 | Normal Line / Football (16)    | 10/25/26-10/25/26 | 2   | :30    | 12P- Sports-FOX NFL Early Game          | 4   |    |    |    |    |    |    | X  | 4     | \$2,500.00 | \$10,000.00 | Madison (WMSN) | NFL      | 10/19/26 |
| 17.0 | Normal Line / News (17)        | 10/26/26-10/26/26 | 2   | :30    | 8A- 9A (CST)                            | 2   | X  |    |    |    |    |    |    | 2     | \$75.00    | \$150.00    | Madison (WMSN) |          | 10/19/26 |
| 18.0 | Normal Line / News (18)        | 10/20/26-10/23/26 | 2   | :30    | 8A- 9A (CST)                            | 8   |    | X  | X  | X  | X  |    |    | 8     | \$75.00    | \$600.00    | Madison (WMSN) |          | 10/19/26 |
| 19.0 | Normal Line / SPOT (19)        | 10/26/26-10/26/26 | 2   | :30    | 9A- 9:30A (CST)                         | 1   | X  |    |    |    |    |    |    | 1     | \$50.00    | \$50.00     | Madison (WMSN) |          | 10/19/26 |
| 20.0 | Normal Line / SPOT (20)        | 10/20/26-10/23/26 | 2   | :30    | 9A- 9:30A (CST)                         | 4   |    | X  | X  | X  | X  |    |    | 4     | \$50.00    | \$200.00    | Madison (WMSN) |          | 10/19/26 |
| 21.0 | Normal Line / SPOT (21)        | 10/26/26-10/26/26 | 2   | :30    | 9:30A- 10A (CST)                        | 1   | X  |    |    |    |    |    |    | 1     | \$50.00    | \$50.00     | Madison (WMSN) |          | 10/19/26 |
| 22.0 | Normal Line / SPOT (22)        | 10/20/26-10/23/26 | 2   | :30    | 9:30A- 10A (CST)                        | 4   |    | X  | X  | X  | X  |    |    | 4     | \$50.00    | \$200.00    | Madison (WMSN) |          | 10/19/26 |
| 23.0 | Normal Line / SPOT (23)        | 10/26/26-10/26/26 | 2   | :30    | 12P- 12:30P (CST)                       | 1   | X  |    |    |    |    |    |    | 1     | \$60.00    | \$60.00     | Madison (WMSN) |          | 10/19/26 |
| 24.0 | Normal Line / SPOT (24)        | 10/20/26-10/23/26 | 2   | :30    | 12P- 12:30P (CST)                       | 4   |    | X  | X  | X  | X  |    |    | 4     | \$60.00    | \$240.00    | Madison (WMSN) |          | 10/19/26 |
|      |                                |                   |     |        |                                         |     |    |    |    |    |    |    |    |       |            |             |                |          |          |

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**CO-OP**

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| 25.0 | Normal Line / SPOT (25)        | 10/26/26-10/26/26 | 2   | :30    | 12:30P- 1P (CST)    | 1   | X  |    |    |    |    |    |    | 1     | \$60.00  | \$60.00  | Madison (WMSN) |  |          | 10/19/26 |
| 26.0 | Normal Line / SPOT (26)        | 10/20/26-10/23/26 | 2   | :30    | 12:30P- 1P (CST)    | 4   |    | X  | X  | X  | X  |    |    | 4     | \$60.00  | \$240.00 | Madison (WMSN) |  |          | 10/19/26 |
| 27.0 | Normal Line / SPOT (27)        | 10/26/26-10/26/26 | 2   | :30    | 3P- 4P (CST)        | 2   | X  |    |    |    |    |    |    | 2     | \$50.00  | \$100.00 | Madison (WMSN) |  |          | 10/19/26 |
| 28.0 | Normal Line / SPOT (28)        | 10/20/26-10/23/26 | 2   | :30    | 3P- 4P (CST)        | 8   |    | X  | X  | X  | X  |    |    | 8     | \$50.00  | \$400.00 | Madison (WMSN) |  |          | 10/19/26 |
| 29.0 | Normal Line / SPOT (29)        | 10/26/26-10/26/26 | 2   | :30    | 4P- 4:30P (CST)     | 1   | X  |    |    |    |    |    |    | 1     | \$90.00  | \$90.00  | Madison (WMSN) |  |          | 10/19/26 |
| 30.0 | Normal Line / SPOT (30)        | 10/20/26-10/23/26 | 2   | :30    | 4P- 4:30P (CST)     | 4   |    | X  | X  | X  | X  |    |    | 4     | \$90.00  | \$360.00 | Madison (WMSN) |  |          | 10/19/26 |
| 31.0 | Normal Line / SPOT (31)        | 10/20/26-10/23/26 | 2   | :30    | 4:30P- 5P (CST)     | 4   |    | X  | X  | X  | X  |    |    | 4     | \$75.00  | \$300.00 | Madison (WMSN) |  |          | 10/19/26 |
| 32.0 | Normal Line / SPOT (32)        | 10/26/26-10/26/26 | 2   | :30    | 4:30P- 5P (CST)     | 1   | X  |    |    |    |    |    |    | 1     | \$90.00  | \$90.00  | Madison (WMSN) |  |          | 10/19/26 |
| 33.0 | Normal Line / SPOT (33)        | 10/26/26-10/26/26 | 2   | :30    | 5:30P- 6P (CST)     | 1   | X  |    |    |    |    |    |    | 1     | \$60.00  | \$60.00  | Madison (WMSN) |  |          | 10/19/26 |
| 34.0 | Normal Line / SPOT (34)        | 10/20/26-10/23/26 | 2   | :30    | 5:30P- 6P (CST)     | 4   |    | X  | X  | X  | X  |    |    | 4     | \$60.00  | \$240.00 | Madison (WMSN) |  |          | 10/19/26 |
| 35.0 | Normal Line / News (35)        | 10/26/26-10/26/26 | 2   | :30    | 5P- 5:30P (CST)     | 1   | X  |    |    |    |    |    |    | 1     | \$75.00  | \$75.00  | Madison (WMSN) |  |          | 10/19/26 |
| 36.0 | Normal Line / News (36)        | 10/20/26-10/23/26 | 2   | :30    | 5P- 5:30P (CST)     | 4   |    | X  | X  | X  | X  |    |    | 4     | \$75.00  | \$300.00 | Madison (WMSN) |  |          | 10/19/26 |
| 37.0 | Normal Line / Access (37)      | 10/26/26-10/26/26 | 2   | :30    | 6P- Big Bang Theory | 1   | X  |    |    |    |    |    |    | 1     | \$225.00 | \$225.00 | Madison (WMSN) |  | BIG BANG | 10/19/26 |
| 38.0 | Normal Line / Access (38)      | 10/20/26-10/23/26 | 2   | :30    | 6P- Big Bang Theory | 4   |    | X  | X  | X  | X  |    |    | 4     | \$225.00 | \$900.00 | Madison (WMSN) |  | BIG BANG | 10/19/26 |

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| 39.0 | Normal Line / Access (39)      | 10/26/26-10/26/26 | 2   | :30    | 6:30P- Big Bang Theory 2            | 1   | X  |    |    |    |    |    |    | 1     | \$275.00 | \$275.00   | Madison (WMSN) | BIG BANG | 10/19/26 |
| 40.0 | Normal Line / Access (40)      | 10/20/26-10/23/26 | 2   | :30    | 6:30P- Big Bang Theory 2            | 4   |    | X  | X  | X  | X  |    |    | 4     | \$275.00 | \$1,100.00 | Madison (WMSN) | BIG BANG | 10/19/26 |
| 41.0 | Normal Line / News (41)        | 10/26/26-10/26/26 | 2   | :30    | 10P- News-FOX 47 News At 9          | 1   | X  |    |    |    |    |    |    | 1     | \$750.00 | \$750.00   | Madison (WMSN) | NEWS     | 10/19/26 |
| 42.0 | Normal Line / News (42)        | 10/20/26-10/23/26 | 2   | :30    | 9P- News-FOX 47 News At 9           | 4   |    | X  | X  | X  | X  |    |    | 4     | \$750.00 | \$3,000.00 | Madison (WMSN) | NEWS     | 10/19/26 |
| 43.0 | Normal Line / News (43)        | 10/26/26-10/26/26 | 2   | :30    | 10:30P- News-FOX 47 News At 9       | 1   | X  |    |    |    |    |    |    | 1     | \$750.00 | \$750.00   | Madison (WMSN) | NEWS     | 10/19/26 |
| 44.0 | Normal Line / News (44)        | 10/20/26-10/23/26 | 2   | :30    | 9:30P- News-FOX 47 News At 9        | 4   |    | X  | X  | X  | X  |    |    | 4     | \$750.00 | \$3,000.00 | Madison (WMSN) | NEWS     | 10/19/26 |
| 45.0 | Normal Line / News (45)        | 10/20/26-10/23/26 | 2   | :30    | 10P- News-The National News Desk LF | 4   |    | X  | X  | X  | X  |    |    | 4     | \$100.00 | \$400.00   | Madison (WMSN) | NEWS     | 10/19/26 |
| 46.0 | Normal Line / News (46)        | 10/26/26-10/26/26 | 2   | :30    | 10P- News-The National News Desk LF | 1   | X  |    |    |    |    |    |    | 1     | \$150.00 | \$150.00   | Madison (WMSN) | NEWS     | 10/19/26 |
|      |                                |                   |     |        |                                     |     |    |    |    |    |    |    |    |       |          |            |                |          |          |

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