



WMSN Madison
7847 Big Sky Dr
Madison, WI 53719

Flexpoint Campaigns
212 S HENRY ST FL 2
ALEXANDRIA, VA 22314-3522

Contract # 7180298
Schedule Dates 10/21/26-10/27/26
Advertiser Bryan Steil for Congress WI D1-R (157717)
Agency Flexpoint Campaigns (22055)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 711/964/10220 (2396998)
Salesperson Katz/DC, Washington DC (4022)
Sales Office Katz Washington DC
Buyer Name Kevin, McCrady,
Phone/Fax /
CPE 711/964/10220
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments WI-01 MEREDITH THOMPSON

Date Entered 10/20/26
Last Modified
Entered By Payton Berg
CO-OP No
External # ECR28738378
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,299.75
Net Total \$7,365.25
Sales Tax

Madison (WMSN)

By Broadcast Month	Spots	Rate
Oct. 2026	49	\$6,725.00
Nov. 2026	21	\$1,940.00
Grand Total:	70	\$8,665.00

INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

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
Est 1.0	Unapproved (NewL) / SPOT (1)	10/26/26-10/26/26	2	:30	5:30A- 6A (CST)	1	X							1	\$35.00	\$35.00	Madison (WMSN)	AG Day Index: 172	10/20/26
Est 2.0	Unapproved (NewL) / SPOT (1)	10/27/26-10/27/26	2	:30	5:30A- 6A (CST)	1		X						1	\$35.00	\$35.00	Madison (WMSN)	AG Day Index: 172	10/20/26
Est 3.0	Unapproved (NewL) / News (2)	10/21/26-10/21/26	2	:30	6A- 7A (CST)	1			X					1	\$65.00	\$65.00	Madison (WMSN)	The National News Desk Index: 260	10/20/26
Est 4.0	Unapproved (NewL) / News (2)	10/22/26-10/22/26	2	:30	6A- 7A (CST)	1				X				1	\$65.00	\$65.00	Madison (WMSN)	The National News Desk Index: 260	10/20/26
Est 5.0	Unapproved (NewL) / News (2)	10/23/26-10/23/26	2	:30	6A- 7A (CST)	1					X			1	\$65.00	\$65.00	Madison (WMSN)	The National News Desk Index: 260	10/20/26
Est 6.0	Unapproved (NewL) / News (2)	10/26/26-10/26/26	2	:30	6A- 7A (CST)	1	X							1	\$65.00	\$65.00	Madison (WMSN)	The National News Desk Index: 260	10/20/26
Est 7.0	Unapproved (NewL) / News (2)	10/27/26-10/27/26	2	:30	6A- 7A (CST)	1		X						1	\$65.00	\$65.00	Madison (WMSN)	The National News Desk Index: 260	10/20/26
Est 8.0	Unapproved (NewL) / SPOT (3)	10/21/26-10/21/26	2	:30	11A- 12P (CST)	1			X					1	\$50.00	\$50.00	Madison (WMSN)	Maury Povich Index: 76	10/20/26
Est 9.0	Unapproved (NewL) / SPOT (3)	10/22/26-10/22/26	2	:30	11A- 12P (CST)	2				X				2	\$50.00	\$100.00	Madison (WMSN)	Maury Povich Index: 76	10/20/26
Est 10.0	Unapproved (NewL) / SPOT (3)	10/23/26-10/23/26	2	:30	11A- 12P (CST)	2					X			2	\$50.00	\$100.00	Madison (WMSN)	Maury Povich Index: 76	10/20/26
Est 11.0	Unapproved (NewL) / SPOT (3)	10/26/26-10/26/26	2	:30	11A- 12P (CST)	1	X							1	\$50.00	\$50.00	Madison (WMSN)	Maury Povich Index: 76	10/20/26

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Katz/DC, Washington DC (4022)

Sales Office

Katz Washington DC

Buyer Name

Kevin, McCrady,

Phone/Fax

/

CPE

711/964/10220

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National/Political Candidate Agency BRD

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Last Modified**Entered By**

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Nov. 2026 21 \$1,940.00

Grand Total: 70 \$8,665.00

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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
Est 12.0	Unapproved (NewL) / SPOT (3)	10/27/26-10/27/26	2	:30	11A- 12P (CST)	1		X						1	\$50.00	\$50.00	Madison (WMSN)	Maury Povich Index: 76	10/20/26
Est 13.0	Unapproved (NewL) / SPOT (4)	10/21/26-10/21/26	2	:30	12P- 12:30P (CST)	1			X					1	\$60.00	\$60.00	Madison (WMSN)	Family Feud Index: 88	10/20/26
Est 14.0	Unapproved (NewL) / SPOT (4)	10/21/26-10/21/26	2	:30	12:30P- 1P (CST)	1			X					1	\$60.00	\$60.00	Madison (WMSN)	Family Feud Index: 98	10/20/26
Est 15.0	Unapproved (NewL) / SPOT (4)	10/22/26-10/22/26	2	:30	12:30P- 1P (CST)	1				X				1	\$60.00	\$60.00	Madison (WMSN)	Family Feud Index: 98	10/20/26
Est 16.0	Unapproved (NewL) / SPOT (4)	10/23/26-10/23/26	2	:30	12:30P- 1P (CST)	1					X			1	\$60.00	\$60.00	Madison (WMSN)	Family Feud Index: 98	10/20/26
Est 17.0	Unapproved (NewL) / SPOT (4)	10/26/26-10/26/26	2	:30	12:30P- 1P (CST)	1	X							1	\$60.00	\$60.00	Madison (WMSN)	Family Feud Index: 98	10/20/26
Est 18.0	Unapproved (NewL) / SPOT (4)	10/27/26-10/27/26	2	:30	12:30P- 1P (CST)	1		X						1	\$60.00	\$60.00	Madison (WMSN)	Family Feud Index: 98	10/20/26
Est 19.0	Unapproved (NewL) / SPOT (6)	10/21/26-10/21/26	2	:30	1P- 1:30P (CST)	1			X					1	\$60.00	\$60.00	Madison (WMSN)	The Perfect Line Index: 104	10/20/26
Est 20.0	Unapproved (NewL) / SPOT (6)	10/22/26-10/22/26	2	:30	1P- 1:30P (CST)	1				X				1	\$60.00	\$60.00	Madison (WMSN)	The Perfect Line Index: 104	10/20/26
Est 21.0	Unapproved (NewL) / SPOT (6)	10/23/26-10/23/26	2	:30	1P- 1:30P (CST)	1					X			1	\$60.00	\$60.00	Madison (WMSN)	The Perfect Line Index: 104	10/20/26
Est 22.0	Unapproved (NewL) / SPOT (6)	10/26/26-10/26/26	2	:30	1P- 1:30P (CST)	1	X							1	\$60.00	\$60.00	Madison (WMSN)	The Perfect Line Index: 104	10/20/26
Est 23.0	Unapproved (NewL) / SPOT (6)	10/27/26-10/27/26	2	:30	1P- 1:30P (CST)	1		X						1	\$60.00	\$60.00	Madison (WMSN)	The Perfect Line Index: 104	10/20/26
Est 24.0	Unapproved (NewL) / SPOT (7)	10/21/26-10/21/26	2	:30	3P- 4P (CST)	2			X					2	\$50.00	\$100.00	Madison (WMSN)	People's Court Index: 89	10/20/26
Est 25.0	Unapproved (NewL) / SPOT (7)	10/22/26-10/22/26	2	:30	3P- 4P (CST)	2				X				2	\$50.00	\$100.00	Madison (WMSN)	People's Court Index: 89	10/20/26

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Last Modified**Entered By**

Payton Berg

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Est 26.0	Unapproved (NewL) / SPOT (7)	10/23/26-10/23/26	2	:30	3P- 4P (CST)	2					X			2	\$50.00	\$100.00	Madison (WMSN)	People's Court Index: 89	10/20/26
Est 27.0	Unapproved (NewL) / SPOT (7)	10/26/26-10/26/26	2	:30	3P- 4P (CST)	2	X							2	\$50.00	\$100.00	Madison (WMSN)	People's Court Index: 89	10/20/26
Est 28.0	Unapproved (NewL) / SPOT (7)	10/27/26-10/27/26	2	:30	3P- 4P (CST)	2		X						2	\$50.00	\$100.00	Madison (WMSN)	People's Court Index: 89	10/20/26
Est 29.0	Unapproved (NewL) / SPOT (8)	10/21/26-10/21/26	2	:30	4P- 4:30P (CST)	1			X					1	\$90.00	\$90.00	Madison (WMSN)	Judge Judy Index: 84	10/20/26
Est 30.0	Unapproved (NewL) / SPOT (8)	10/22/26-10/22/26	2	:30	4P- 4:30P (CST)	1				X				1	\$90.00	\$90.00	Madison (WMSN)	Judge Judy Index: 84	10/20/26
Est 31.0	Unapproved (NewL) / SPOT (8)	10/23/26-10/23/26	2	:30	4P- 4:30P (CST)	1					X			1	\$90.00	\$90.00	Madison (WMSN)	Judge Judy Index: 84	10/20/26
Est 32.0	Unapproved (NewL) / SPOT (8)	10/26/26-10/26/26	2	:30	4P- 4:30P (CST)	1	X							1	\$90.00	\$90.00	Madison (WMSN)	Judge Judy Index: 84	10/20/26
Est 33.0	Unapproved (NewL) / SPOT (8)	10/27/26-10/27/26	2	:30	4P- 4:30P (CST)	1		X						1	\$90.00	\$90.00	Madison (WMSN)	Judge Judy Index: 84	10/20/26
Est 34.0	Unapproved (NewL) / SPOT (9)	10/21/26-10/21/26	2	:30	4:30P- 5P (CST)	1			X					1	\$75.00	\$75.00	Madison (WMSN)	Judge Judy Index: 82	10/20/26
Est 35.0	Unapproved (NewL) / SPOT (9)	10/22/26-10/22/26	2	:30	4:30P- 5P (CST)	1				X				1	\$75.00	\$75.00	Madison (WMSN)	Judge Judy Index: 82	10/20/26
Est 36.0	Unapproved (NewL) / SPOT (9)	10/23/26-10/23/26	2	:30	4:30P- 5P (CST)	1					X			1	\$75.00	\$75.00	Madison (WMSN)	Judge Judy Index: 82	10/20/26
Est 37.0	Unapproved (NewL) / News (10)	10/21/26-10/21/26	2	:30	5P- 5:30P (CST)	1			X					1	\$75.00	\$75.00	Madison (WMSN)	National News Desk Index: 223	10/20/26
Est 38.0	Unapproved (NewL) / News (10)	10/22/26-10/22/26	2	:30	5P- 5:30P (CST)	1				X				1	\$75.00	\$75.00	Madison (WMSN)	National News Desk Index: 223	10/20/26

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Katz Washington DC

Buyer Name

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National/Political Candidate Agency BRD

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Last Modified**Entered By**

Payton Berg

CO-OP

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Demo

A35+R

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Est 39.0	Unapproved (NewL) / News (10)	10/23/26-10/23/26	2	:30	5P- 5:30P (CST)	1					X			1	\$75.00	\$75.00	Madison (WMSN)	National News Desk Index: 223	10/20/26
Est 40.0	Unapproved (NewL) / News (10)	10/26/26-10/26/26	2	:30	5P- 5:30P (CST)	1	X							1	\$75.00	\$75.00	Madison (WMSN)	National News Desk Index: 223	10/20/26
Est 41.0	Unapproved (NewL) / News (10)	10/27/26-10/27/26	2	:30	5P- 5:30P (CST)	1		X						1	\$75.00	\$75.00	Madison (WMSN)	National News Desk Index: 223	10/20/26
Est 42.0	Unapproved (NewL) / SPOT (11)	10/21/26-10/21/26	2	:30	5:28P- Sports-Inside The Huddle	1			X					1	\$60.00	\$60.00	Madison (WMSN)		10/20/26
Est 43.0	Unapproved (NewL) / SPOT (11)	10/23/26-10/23/26	2	:30	5:30P- Family Feud	1				X				1	\$60.00	\$60.00	Madison (WMSN)	Family Feud Index: 83	10/20/26
Est 44.0	Unapproved (NewL) / SPOT (11)	10/26/26-10/26/26	2	:30	5:30P- Family Feud	1	X							1	\$60.00	\$60.00	Madison (WMSN)	Family Feud Index: 83	10/20/26
Est 45.0	Unapproved (NewL) / SPOT (11)	10/27/26-10/27/26	2	:30	5:30P- Family Feud	1		X						1	\$60.00	\$60.00	Madison (WMSN)	Family Feud Index: 83	10/20/26
Est 46.0	Unapproved (NewL) / News (12)	10/23/26-10/23/26	2	:30	10P- News-FOX 47 News At 9	1					X			1	\$750.00	\$750.00	Madison (WMSN)	Fox 47 News at 9 Index: 87	10/20/26
Est 47.0	Unapproved (NewL) / News (13)	10/22/26-10/22/26	2	:30	9:30P- News-FOX 47 News At 9	1				X				1	\$750.00	\$750.00	Madison (WMSN)	Fox 47 News at 9 Index: 94	10/20/26
Est 48.0	Unapproved (NewL) / News (13)	10/27/26-10/27/26	2	:30	9:30P- News-FOX 47 News At 9	1		X						1	\$750.00	\$750.00	Madison (WMSN)	Fox 47 News at 9 Index: 94	10/20/26

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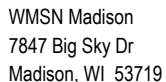
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Est 49.0	Unapproved (NewL) / News (14)	10/21/26-10/21/26	2	:30	10P- News-The National News Desk LF	1			X					1	\$100.00	\$100.00	Madison (WMSN)	The National News Desk Index: 118	10/20/26
Est 50.0	Unapproved (NewL) / News (14)	10/22/26-10/22/26	2	:30	10P- News-The National News Desk LF	1				X				1	\$100.00	\$100.00	Madison (WMSN)	The National News Desk Index: 118	10/20/26
Est 51.0	Unapproved (NewL) / News (14)	10/23/26-10/23/26	2	:30	10P- News-The National News Desk LF	1					X			1	\$100.00	\$100.00	Madison (WMSN)	The National News Desk Index: 118	10/20/26
Est 52.0	Unapproved (NewL) / SPOT (15)	10/21/26-10/21/26	2	:30	5:30P- Sports-Inside The Huddle	1			X					1	\$60.00	\$60.00	Madison (WMSN)	Inside the Huddle Index: 83	10/20/26
Est 53.0	Unapproved (NewL) / Pre-Game (17)	10/24/26-10/24/26	2	:30	9A- Sports-FOX Big Noon Kickoff							1		1	\$85.00	\$85.00	Madison (WMSN)	KICKOFF	10/20/26
Est 54.0	Unapproved (NewL) / Football (18)	10/24/26-10/24/26	2	:30	11A- Sports-FOX College Football Early							2		2	\$350.00	\$700.00	Madison (WMSN)	FOOTBALL	10/20/26
Est 55.0	Unapproved (NewL) / News (20)	10/24/26-10/24/26	2	:30	10P- News-FOX 47 News At 9 (Saturday)							1		1	\$325.00	\$325.00	Madison (WMSN)	NEWS	10/20/26
Est 56.0	Unapproved (NewL) / News (21)	10/24/26-10/24/26	2	:30	10P- News-FOX 47 News At 9 (Saturday)							1		1	\$325.00	\$325.00	Madison (WMSN)	NEWS	10/20/26
Est 57.0	Unapproved (NewL) / SPOT (22)	10/24/26-10/24/26	2	:30	10P- 11P (CST)							1		1	\$50.00	\$50.00	Madison (WMSN)		10/20/26
Est 58.0	Unapproved (NewL) / News (23)	10/25/26-10/25/26	2	:30	8A- 9A (CST)								1	1	\$75.00	\$75.00	Madison (WMSN)	NEWS	10/20/26

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Date Entered	10/20/26
Last Modified	
Entered By	Payton Berg
CO-OP	No
External #	ECR28738378
Demo	A35+R
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	\$1,299.75
Net Total	\$7,365.25
Sales Tax	

<u>By Broadcast Month</u>	<u>Spots</u>	<u>Rate</u>
Oct. 2026	49	\$6,725.00
Nov. 2026	21	\$1,940.00
Grand Total:	70	\$8,665.00

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

[illegible]

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.