

CONTRACT



WMTV
615 Forward Drive
Madison, WI 53711
Sales T & C: <http://advertising.graymed.com/>
(608) 274-1515

<u>Contract / Revision</u> 4600711 /		<u>Alt Order #</u> WOC15937672
<u>Advertiser</u> Taxpayers for Marklein		<u>Original Date / Revision</u> 10/19/26 / 10/19/26
<u>Contract Dates</u> 10/21/26 - 11/03/26	<u>Estimate #</u> 10155	<u>Ext. Opp. ID</u>
<u>Product</u> WI SD 17		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WMTV	<u>Account Executive</u> Don Vesely	<u>Sales Office</u> Madison National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> NORMAL	
<u>Agency Code</u>	<u>Advertiser Code</u> 1026	<u>Product 1/2</u> 1428
<u>Agency Ref</u> 183236	<u>Advertiser Ref</u> 511790	

And:

FlexPoint Campaigns
PO Box 811
Alexandria, VA 22313

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WMTV	10/21/26	11/03/26	The Morning Show @ 5a	4:59 AM-5:59 AM		:30			NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/26	10/27/26	11111--				5	\$500.00			
	Week:	10/28/26	11/03/26	11111--				5	\$500.00			
N 2	WMTV	10/21/26	11/03/26	The Morning Show @ 6a	5:59 AM-7:00 AM		:30			NM	20	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/26	10/27/26	22222--				10	\$900.00			
	Week:	10/28/26	11/03/26	22222--				10	\$900.00			
N 3	WMTV	10/21/26	11/03/26	Today Show	7:00 AM-9:00 AM		:30			NM	20	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/26	10/27/26	22222--				10	\$900.00			
	Week:	10/28/26	11/03/26	22222--				10	\$900.00			
N 4	WMTV	10/21/26	11/02/26	NBC Today Show 3rd Hour	9:00 AM-10:00 AM		:30			NM	9	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/26	10/27/26	11111--				5	\$500.00			
	Week:	10/28/26	11/03/26	1-111--				4	\$500.00			
N 5	WMTV	10/21/26	11/02/26	Today w/ Hoda & Jenna	10:00 AM-11:00 AM		:30			NM	9	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/26	10/27/26	11111--				5	\$150.00			
	Week:	10/28/26	11/03/26	1-111--				4	\$150.00			
N 6	WMTV	10/21/26	11/02/26	15 News @ 11a	11:10 AM-11:30 AM		:30			NM	9	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/26	10/27/26	11111--				5	\$500.00			
	Week:	10/28/26	11/03/26	1-111--				4	\$500.00			
N 7	WMTV	10/21/26	11/02/26	15 News @ 1130a	11:40 AM-12:00 PM		:30			NM	18	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/26	10/27/26	22222--				10	\$500.00			
	Week:	10/28/26	11/03/26	2-222--				8	\$500.00			
N 8	WMTV	10/21/26	11/02/26	NBC News Daily	12:00 PM-1:00 PM		:30			NM	9	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/21/26	10/27/26	11111--				5	\$200.00			
	Week:	10/28/26	11/03/26	1-111--				4	\$200.00			
N 9	WMTV	10/21/26	11/02/26	Aging Untold	1:00 PM-1:30 PM		:30			NM	9	\$3,600.00

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

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<u>Advertiser</u> Taxpayers for Marklein		<u>Original Date / Revision</u> 10/19/26 / 10/19/26
<u>Contract Dates</u> 10/21/26 - 11/03/26	<u>Product</u> WI SD 17	<u>Estimate #</u> 10155

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	11111--				5	\$400.00			
Week:		10/28/26	11/03/26	1-111--				4	\$400.00			
N 10	WMTV	10/21/26	11/02/26	M-F 1p-2p	1:30 PM-2:00 PM		:30			NM	9	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	11111--				5	\$100.00			
Week:		10/28/26	11/03/26	1-111--				4	\$100.00			
N 11	WMTV	10/21/26	11/02/26	M-F 2p-3p	2:00 PM-3:00 PM		:30			NM	9	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	11111--				5	\$100.00			
Week:		10/28/26	11/03/26	1-111--				4	\$100.00			
N 12	WMTV	10/21/26	11/02/26	M-F 3p-330p	3:00 PM-3:30 PM		:30			NM	9	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	11111--				5	\$300.00			
Week:		10/28/26	11/03/26	1-111--				4	\$300.00			
N 13	WMTV	10/21/26	11/02/26	M-F 330p-4p	3:30 PM-4:00 PM		:30			NM	9	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	11111--				5	\$300.00			
Week:		10/28/26	11/03/26	1-111--				4	\$300.00			
N 14	WMTV	10/21/26	11/02/26	15 News @ 4p	4:10 PM-4:27 PM		:30			NM	9	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	11111--				5	\$800.00			
Week:		10/28/26	11/03/26	1-111--				4	\$800.00			
N 15	WMTV	10/21/26	11/02/26	Jeopardy M-F	4:28 PM-5:00 PM		:30			NM	9	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	11111--				5	\$1,000.00			
Week:		10/28/26	11/03/26	1-111--				4	\$1,000.00			
N 16	WMTV	10/21/26	11/02/26	15 News @ 5p	5:10 PM-5:30 PM		:30			NM	18	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	22222--				10	\$1,000.00			
Week:		10/28/26	11/03/26	2-222--				8	\$1,000.00			
N 17	WMTV	10/21/26	11/02/26	15 News @ 6p	6:10 PM-6:30 PM		:30			NM	12	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	12111--				6	\$1,500.00			
Week:		10/28/26	11/03/26	2-121--				6	\$1,500.00			
N 18	WMTV	10/21/26	11/02/26	Wheel of Fortune M-F	6:30 PM-7:00 PM		:30			NM	9	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	11111--				5	\$2,000.00			
Week:		10/28/26	11/03/26	1-111--				4	\$2,000.00			
N 19	WMTV	10/21/26	11/02/26	M-F 15 News @ 10p	10:10 PM-10:35 PM		:30			NM	18	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	22222--				10	\$800.00			
Week:		10/28/26	11/03/26	2-222--				8	\$800.00			
N 20	WMTV	10/21/26	11/02/26	The Tonight Show	10:35 PM-11:37 PM		:30			NM	9	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	11111--				5	\$350.00			
Week:		10/28/26	11/03/26	1-111--				4	\$350.00			
N 21	WMTV	10/21/26	11/02/26	Late Night w/ Seth Meyers	11:37 PM-12:37 AM		:30			NM	9	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	11111--				5	\$175.00			
Week:		10/28/26	11/03/26	1-111--				4	\$175.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 22	WMTV	10/21/26	11/02/26	M-F 15 News Repeat 1237xr	12:37 XM-1:07 XM		:30			NM	9	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	11111--				5	\$75.00			
Week:		10/28/26	11/03/26	1-111--				4	\$75.00			
N 23	WMTV	10/21/26	11/02/26	Early Today	4:00 AM-4:30 AM		:30			NM	9	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	11111--				5	\$50.00			
Week:		10/28/26	11/03/26	1-111--				4	\$50.00			
N 24	WMTV	10/21/26	11/02/26	The Morning Show @ 430a	4:30 AM-5:00 AM		:30			NM	9	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	11111--				5	\$300.00			
Week:		10/28/26	11/03/26	1-111--				4	\$300.00			
N 25	WMTV	10/21/26	10/26/26	Monday Prime 2 Hour	7:00 PM-9:00 PM		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	1-----				1	\$3,000.00			
N 26	WMTV	10/28/26	11/02/26	Monday Prime 2 Hour	8:00 PM-10:00 PM		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/28/26	11/03/26	1-----				1	\$3,000.00			
N 27	WMTV	10/21/26	10/26/26	Monday Prime Hr 3	9:00 PM-10:00 PM		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	1-----				1	\$1,250.00			
N 28	WMTV	10/21/26	10/28/26	Wednesday Prime Hr 1	7:00 PM-8:00 PM		:30			NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	--1----				1	\$2,250.00			
Week:		10/28/26	11/03/26	--1----				1	\$2,250.00			
N 29	WMTV	10/21/26	10/29/26	Thursday Prime Hr 2	8:00 PM-9:00 PM		:30			NM	2	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	---1---				1	\$1,125.00			
Week:		10/28/26	11/03/26	---1---				1	\$1,125.00			
N 30	WMTV	10/21/26	10/30/26	Friday Prime 2 Hour	8:00 PM-10:00 PM		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	----1--				1	\$1,000.00			
Week:		10/28/26	11/03/26	----1--				1	\$1,000.00			
N 31	WMTV	10/21/26	10/31/26	The Morning Show Sa	5:00 AM-6:57 AM		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	-----1-				1	\$400.00			
Week:		10/28/26	11/03/26	-----1-				1	\$400.00			
N 32	WMTV	10/21/26	10/31/26	Sa Today	6:58 AM-9:00 AM		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	-----1-				1	\$600.00			
Week:		10/28/26	11/03/26	-----1-				1	\$600.00			
N 33	WMTV	10/21/26	10/24/26	College Football HomeTeam	6:30 PM-10:00 PM		:30			NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	-----1-				1	\$25,000.00			
N 34	WMTV	10/21/26	10/31/26	Saturday 15 News @ 10p	10:10 PM-10:30 PM		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	-----1-				1	\$800.00			
Week:		10/28/26	11/03/26	-----1-				1	\$800.00			
N 35	WMTV	10/21/26	10/31/26	Saturday Night Live	10:28 PM-12:02 XM		:30			NM	2	\$1,800.00
		<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:		10/21/26	10/27/26	-----1-				1	\$900.00			
Week:		10/28/26	11/03/26	-----1-				1	\$900.00			
N 36	WMTV	10/21/26	11/01/26	The Morning Show Su @ 6a	6:00 AM-7:00 AM		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	-----1				1	\$450.00			
Week:		10/28/26	11/03/26	-----1				1	\$450.00			
N 37	WMTV	10/21/26	11/01/26	The Morning Show Su @ 7a	7:00 AM-8:00 AM		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	-----1				1	\$600.00			
Week:		10/28/26	11/03/26	-----1				1	\$600.00			
N 38	WMTV	10/21/26	11/01/26	The Morning Show Su @ 7a	8:00 AM-8:57 AM		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	-----1				1	\$600.00			
Week:		10/28/26	11/03/26	-----1				1	\$600.00			
N 39	WMTV	10/21/26	11/01/26	Su Today	8:58 AM-10:00 AM		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	-----1				1	\$700.00			
Week:		10/28/26	11/03/26	-----1				1	\$700.00			
N 40	WMTV	10/21/26	11/01/26	Sunday 15 News @ 5p	5:10 PM-5:30 PM		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	-----1				1	\$600.00			
Week:		10/28/26	11/03/26	-----1				1	\$600.00			
N 41	WMTV	10/28/26	11/01/26	Football Night in America	6:00 PM-7:15 PM		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/28/26	11/03/26	-----1				1	\$2,000.00			
N 42	WMTV	10/21/26	10/25/26	Sunday Night Football	7:15 PM-10:30 PM		:30			NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	-----1				1	\$5,500.00			
N 43	WMTV	10/21/26	11/01/26	Late Run 15 News @ 10p	10:29 PM-12:00 XM		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	-----1				1	\$800.00			
Week:		10/28/26	11/03/26	-----1				1	\$800.00			
Totals											301	\$227,500.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/26 - 10/25/26	102	\$93,825.00	(\$14,073.75)	\$79,751.25
10/26/26 - 11/03/26	199	\$133,675.00	(\$20,051.25)	\$113,623.75
Totals	301	\$227,500.00	(\$34,125.00)	\$193,375.00

Signature: _____ Date: _____

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

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