

CONTRACT



WBAY
115 S Jefferson St
Green Bay, WI 54301
Sales T & C: <http://advertising.graymedia.com/>
(920) 432-3331

<u>Contract / Revision</u> 4596348 /		<u>Alt Order #</u> WOC15931805
<u>Advertiser</u> Tony Wied for Congress		<u>Original Date / Revision</u> 10/14/26 / 10/14/26
<u>Contract Dates</u> 10/16/26 - 11/03/26	<u>Estimate #</u> 7742	<u>Ext. Opp. ID</u>
<u>Product</u> TV		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WBAY	<u>Account Executive</u> Green Bay House	<u>Sales Office</u> Green Bay Nation
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 235.50
<u>Agy Code</u> 9917037	<u>Advertiser Code</u> 1646	<u>Product 1/2</u> 2491
<u>Agency Ref</u> 102173	<u>Advertiser Ref</u> 634251	

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WBAY	10/16/26	11/03/26	GMA 7a	7a-8a		:30			P- 1		NM	5	\$17,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/26	10/22/26	-1-1---				2	\$3,500.00		6.80			
	Week:	10/23/26	10/29/26	-1-1---				2	\$3,500.00		6.80			
	Week:	10/30/26	11/05/26	-1-----				1	\$3,500.00		6.80			
N 2	WBAY	10/23/26	10/25/26	Good Morning America	7a-8a		:30			P- 1		NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/26	10/29/26	-----1				1	\$2,500.00		5.80			
N 3	WBAY	10/16/26	11/01/26	Action 2 News Su @ 88a-9a			:30			P- 1		NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/26	10/22/26	-----1				1	\$2,000.00		5.70			
	Week:	10/23/26	10/29/26	-----				0	\$0.00		0.00			
	Week:	10/30/26	11/05/26	-----1				1	\$2,000.00		5.70			
N 4	WBAY	10/16/26	11/02/26	Action 2 News M-F @ 12p-1230p			:30			P- 1		NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/26	10/22/26	----1--				1	\$3,000.00		7.00			
	Week:	10/23/26	10/29/26	-----				0	\$0.00		0.00			
	Week:	10/30/26	11/05/26	1-----				1	\$3,000.00		7.00			
N 5	WBAY	10/16/26	11/02/26	Action 2 News M-F @ 5p-530p			:30			P- 1		NM	5	\$22,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/26	10/22/26	--1-1--				2	\$4,500.00		13.50			
	Week:	10/23/26	10/29/26	--1----				1	\$4,500.00		13.50			
	Week:	10/30/26	11/05/26	1---1--				2	\$4,500.00		13.50			
N 6	WBAY	10/30/26	11/01/26	Action 2 News Su @ 530p-6p			:30			P- 1		NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/26	11/05/26	-----1				1	\$2,600.00		10.70			
N 7	WBAY	10/16/26	10/29/26	Action 2 News M-F @ 10p-1035p			:30			P- 1		NM	4	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/26	10/22/26	-1-1---				2	\$3,500.00		7.20			
	Week:	10/23/26	10/29/26	-1-1---				2	\$3,500.00		7.20			
N 8	WBAY	10/16/26	10/24/26	Action 2 News Sa @ 110p-1035p			:30			P- 1		NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/26	10/22/26	-----1-				1	\$2,400.00		7.60			

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

Gray does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity. All advertising, production services, consulting services, and digital management services sold or offered by Gray Local Media, Inc. ("Gray") are subject to Gray's Standard Terms and Conditions available at <http://advertising.graymedia.com/>.



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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/26	10/29/26	-----1-				1	\$2,400.00		7.60			
N 9	WBAY	10/30/26	11/01/26	Action 2 News Su @ 110-1035p	10-1045p		:30			P- 1		NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/26	11/05/26	-----1				1	\$3,500.00		5.10			
N 10	WBAY	10/16/26	11/02/26	ABC News Nightline	1135p-1205a		:30			P- 1		NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/26	10/22/26	1-1-1--				3	\$600.00		3.00			
Week:		10/23/26	10/29/26	1-1----				2	\$600.00		3.00			
Week:		10/30/26	11/05/26	1-----				1	\$600.00		3.00			
N 11	WBAY	10/16/26	10/24/26	College FBall Early Ga	11a-230p		:30			P- 1		NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/26	10/22/26	-----1-				1	\$1,500.00		3.30			
Week:		10/23/26	10/29/26	-----1-				1	\$1,500.00		3.30			
N 12	WBAY	10/16/26	10/31/26	College FBall Late Gar	230p-630p		:30			P- 1		NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/26	10/22/26	-----1-				1	\$1,500.00		4.30			
Week:		10/23/26	10/29/26	-----				0	\$0.00		0.00			
Week:		10/30/26	11/05/26	-----1-				1	\$1,500.00		4.30			
N 13	WBAY	10/23/26	10/31/26	Sat.Nite College Footb	630p-10p		:30			P- 1		NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/26	10/29/26	-----1-				1	\$4,000.00		4.90			
Week:		10/30/26	11/05/26	-----1-				1	\$4,000.00		4.90			
Totals											235.50		35	\$95,000.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/26 - 10/25/26	18	\$45,600.00	(\$6,840.00)	\$38,760.00
10/26/26 - 11/03/26	17	\$49,400.00	(\$7,410.00)	\$41,990.00
Totals	35	\$95,000.00	(\$14,250.00)	\$80,750.00

Signature: _____ **Date:** _____

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