



WMSN Madison
7847 Big Sky Dr
Madison, WI 53719

Thematic Campaigns
111 W ILLINOIS ST
CHICAGO, IL 60654-4505

Contract #**7179362****Schedule Dates**

10/20/26-10/26/26

Advertiser

Mitchell Berman for WI Congress-D (170750)

Agency

Thematic Campaigns (22485)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

59/63/557 (2396530)

Salesperson

Katz/DC, Washington DC (4022)

Sales Office

Katz Washington DC

Buyer Name

Ann,Bremer,

Phone/Fax

/

CPE

59/63/557

Account Types

National/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

CommentsGeneral MEREDITH THOMPSON
Separation: 15;PopulationBuyType: CPP**Date Entered**

10/19/26

Last Modified

10/19/26

Entered By

Payton Berg

CO-OP

No

External #

ECR28737850

Demo**Order Type**

Normal

Package Deal**Commission %**

15.00

Commission

\$3,282.00

Net Total

\$18,598.00

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

	Spots	Rate
Oct. 2026	86	\$20,670.00
Nov. 2026	19	\$1,210.00
Grand Total:	105	\$21,880.00

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)	10/20/26-10/20/26	2	:30	8A- 9A (CST)	2		X						2	\$75.00	\$150.00	Madison (WMSN)	The National News Desk	10/19/26
2.0	Normal Line / News (1)	10/21/26-10/21/26	2	:30	8A- 9A (CST)	2			X					2	\$75.00	\$150.00	Madison (WMSN)	The National News Desk	10/19/26
3.0	Normal Line / News (1)	10/22/26-10/22/26	2	:30	8A- 9A (CST)	2				X				2	\$75.00	\$150.00	Madison (WMSN)	The National News Desk	10/19/26
4.0	Normal Line / News (1)	10/23/26-10/23/26	2	:30	8A- 9A (CST)	2					X			2	\$75.00	\$150.00	Madison (WMSN)	The National News Desk	10/19/26
5.0	Normal Line / News (1)	10/26/26-10/26/26	2	:30	8A- 9A (CST)	2	X							2	\$75.00	\$150.00	Madison (WMSN)	The National News Desk	10/19/26
6.0	Normal Line / SPOT (2)	10/20/26-10/20/26	2	:30	9A- 9:30A (CST)	2		X						2	\$50.00	\$100.00	Madison (WMSN)	Judge Judy	10/19/26
7.0	Normal Line / SPOT (2)	10/21/26-10/21/26	2	:30	9A- 9:30A (CST)	2			X					2	\$50.00	\$100.00	Madison (WMSN)	Judge Judy	10/19/26
8.0	Normal Line / SPOT (2)	10/22/26-10/22/26	2	:30	9A- 9:30A (CST)	2				X				2	\$50.00	\$100.00	Madison (WMSN)	Judge Judy	10/19/26
9.0	Normal Line / SPOT (2)	10/23/26-10/23/26	2	:30	9A- 9:30A (CST)	2					X			2	\$50.00	\$100.00	Madison (WMSN)	Judge Judy	10/19/26
10.0	Normal Line / SPOT (2)	10/26/26-10/26/26	2	:30	9A- 9:30A (CST)	2	X							2	\$50.00	\$100.00	Madison (WMSN)	Judge Judy	10/19/26
11.0	Normal Line / SPOT (3)	10/20/26-10/20/26	2	:30	9:30A- 10A (CST)	2		X						2	\$50.00	\$100.00	Madison (WMSN)	Judge Judy	10/19/26
12.0	Normal Line / SPOT (3)	10/21/26-10/21/26	2	:30	9:30A- 10A (CST)	2			X					2	\$50.00	\$100.00	Madison (WMSN)	Judge Judy	10/19/26
13.0	Normal Line / SPOT (3)	10/22/26-10/22/26	2	:30	9:30A- 10A (CST)	2				X				2	\$50.00	\$100.00	Madison (WMSN)	Judge Judy	10/19/26

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

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Nov. 2026 19 \$1,210.00

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14.0	Normal Line / SPOT (3)	10/23/26-10/23/26	2	:30	9:30A- 10A (CST)	2					X			2	\$50.00	\$100.00	Madison (WMSN)	Judge Judy	10/19/26
15.0	Normal Line / SPOT (3)	10/26/26-10/26/26	2	:30	9:30A- 10A (CST)	2	X							2	\$50.00	\$100.00	Madison (WMSN)	Judge Judy	10/19/26
16.0	Normal Line / SPOT (4)	10/20/26-10/20/26	2	:30	12:30P- 1P (CST)	2		X						2	\$60.00	\$120.00	Madison (WMSN)	Family Feud	10/19/26
17.0	Normal Line / SPOT (4)	10/21/26-10/21/26	2	:30	12:30P- 1P (CST)	2			X					2	\$60.00	\$120.00	Madison (WMSN)	Family Feud	10/19/26
18.0	Normal Line / SPOT (4)	10/22/26-10/22/26	2	:30	12:30P- 1P (CST)	2				X				2	\$60.00	\$120.00	Madison (WMSN)	Family Feud	10/19/26
19.0	Normal Line / SPOT (4)	10/23/26-10/23/26	2	:30	12:30P- 1P (CST)	2					X			2	\$60.00	\$120.00	Madison (WMSN)	Family Feud	10/19/26
20.0	Normal Line / SPOT (4)	10/26/26-10/26/26	2	:30	12:30P- 1P (CST)	2	X							2	\$60.00	\$120.00	Madison (WMSN)	Family Feud	10/19/26
21.0	Normal Line / SPOT (5)	10/20/26-10/20/26	2	:30	1P- 1:30P (CST)	2		X						2	\$60.00	\$120.00	Madison (WMSN)	The Perfect Line	10/19/26
22.0	Normal Line / SPOT (5)	10/21/26-10/21/26	2	:30	1P- 1:30P (CST)	2			X					2	\$60.00	\$120.00	Madison (WMSN)	The Perfect Line	10/19/26
23.0	Normal Line / SPOT (5)	10/22/26-10/22/26	2	:30	1P- 1:30P (CST)	2				X				2	\$60.00	\$120.00	Madison (WMSN)	The Perfect Line	10/19/26
24.0	Normal Line / SPOT (5)	10/23/26-10/23/26	2	:30	1P- 1:30P (CST)	2					X			2	\$60.00	\$120.00	Madison (WMSN)	The Perfect Line	10/19/26
25.0	Normal Line / SPOT (5)	10/26/26-10/26/26	2	:30	1P- 1:30P (CST)	2	X							2	\$60.00	\$120.00	Madison (WMSN)	The Perfect Line	10/19/26
26.0	Normal Line / SPOT (6)	10/20/26-10/20/26	2	:30	4P- 4:30P (CST)	2		X						2	\$90.00	\$180.00	Madison (WMSN)	Judge Judy	10/19/26
27.0	Normal Line / SPOT (6)	10/21/26-10/21/26	2	:30	4P- 4:30P (CST)	2			X					2	\$90.00	\$180.00	Madison (WMSN)	Judge Judy	10/19/26

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28.0	Normal Line / SPOT (6)	10/22/26-10/22/26	2	:30	4P- 4:30P (CST)	2				X				2	\$90.00	\$180.00	Madison (WMSN)	Judge Judy	10/19/26
29.0	Normal Line / SPOT (6)	10/23/26-10/23/26	2	:30	4P- 4:30P (CST)	2					X			2	\$90.00	\$180.00	Madison (WMSN)	Judge Judy	10/19/26
30.0	Normal Line / SPOT (6)	10/26/26-10/26/26	2	:30	4P- 4:30P (CST)	2	X							2	\$90.00	\$180.00	Madison (WMSN)	Judge Judy	10/19/26
31.0	Normal Line / SPOT (7)	10/20/26-10/20/26	2	:30	4:30P- 5P (CST)	2		X						2	\$75.00	\$150.00	Madison (WMSN)	Judge Judy	10/19/26
32.0	Normal Line / SPOT (7)	10/21/26-10/21/26	2	:30	4:30P- 5P (CST)	2			X					2	\$75.00	\$150.00	Madison (WMSN)	Judge Judy	10/19/26
33.0	Normal Line / SPOT (7)	10/22/26-10/22/26	2	:30	4:30P- 5P (CST)	2				X				2	\$75.00	\$150.00	Madison (WMSN)	Judge Judy	10/19/26
34.0	Normal Line / SPOT (7)	10/23/26-10/23/26	2	:30	4:30P- 5P (CST)	2					X			2	\$75.00	\$150.00	Madison (WMSN)	Judge Judy	10/19/26
35.0	Normal Line / SPOT (8)	10/26/26-10/26/26	2	:30	4:30P- 5P (CST)	2	X							2	\$90.00	\$180.00	Madison (WMSN)	Judge Judy	10/19/26
36.0	Normal Line / SPOT (9)	10/20/26-10/20/26	2	:30	5:30P- Family Feud	1		X						1	\$60.00	\$60.00	Madison (WMSN)	Family Feud	10/19/26
37.0	Normal Line / SPOT (9)	10/21/26-10/21/26	2	:30	5:30P- Sports-Inside The Huddle	1			X					1	\$60.00	\$60.00	Madison (WMSN)		10/19/26
38.0	Normal Line / SPOT (8)	10/23/26-10/23/26	2	:30	5:30P- Family Feud	1					X			1	\$60.00	\$60.00	Madison (WMSN)	Family Feud	10/19/26
39.0	Normal Line / SPOT (8)	10/26/26-10/26/26	2	:30	5:30P- Family Feud	1	X							1	\$60.00	\$60.00	Madison (WMSN)	Family Feud	10/19/26
40.0	Normal Line / SPOT (8)	10/22/26-10/22/26	2	:30	5:30P- Family Feud	1				X				1	\$60.00	\$60.00	Madison (WMSN)	Inside the Huddle	10/19/26

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CommentsGeneral MEREDITH THOMPSON
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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
41.0	Normal Line / News (11)	10/20/26-10/20/26	2	:30	5P- News-The National News Desk 4	2		X						2	\$75.00	\$150.00	Madison (WMSN)	National News Desk	10/19/26
42.0	Normal Line / News (11)	10/21/26-10/21/26	2	:30	5P- News-The National News Desk 4	2			X					2	\$75.00	\$150.00	Madison (WMSN)	National News Desk	10/19/26
43.0	Normal Line / News (11)	10/22/26-10/22/26	2	:30	5P- News-The National News Desk 4	2				X				2	\$75.00	\$150.00	Madison (WMSN)	National News Desk	10/19/26
44.0	Normal Line / News (11)	10/23/26-10/23/26	2	:30	5P- News-The National News Desk 4	2					X			2	\$75.00	\$150.00	Madison (WMSN)	National News Desk	10/19/26
45.0	Normal Line / News (11)	10/26/26-10/26/26	2	:30	5P- News-The National News Desk 4	2	X							2	\$75.00	\$150.00	Madison (WMSN)	National News Desk	10/19/26
46.0	Normal Line / News (12)	10/20/26-10/20/26	2	:30	10P- News-The National News Desk LF	2		X						2	\$100.00	\$200.00	Madison (WMSN)	The National News Desk	10/19/26
47.0	Normal Line / News (12)	10/21/26-10/21/26	2	:30	10P- News-The National News Desk LF	2			X					2	\$100.00	\$200.00	Madison (WMSN)	The National News Desk	10/19/26
48.0	Normal Line / News (12)	10/22/26-10/22/26	2	:30	10P- News-The National News Desk LF	2				X				2	\$100.00	\$200.00	Madison (WMSN)	The National News Desk	10/19/26
49.0	Normal Line / News (12)	10/23/26-10/23/26	2	:30	10P- News-The National News Desk LF	2					X			2	\$100.00	\$200.00	Madison (WMSN)	The National News Desk	10/19/26

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50.0	Normal Line / SPOT (13)	10/20/26-10/20/26	2	:30	11:30P- 12A (CST)	2		X						2	\$25.00	\$50.00	Madison (WMSN)		Modern Family	10/19/26
51.0	Normal Line / SPOT (13)	10/21/26-10/21/26	2	:30	11:30P- 12A (CST)	2			X					2	\$25.00	\$50.00	Madison (WMSN)		Modern Family	10/19/26
52.0	Normal Line / SPOT (13)	10/22/26-10/22/26	2	:30	11:30P- 12A (CST)	2				X				2	\$25.00	\$50.00	Madison (WMSN)		Modern Family	10/19/26
53.0	Normal Line / SPOT (13)	10/23/26-10/23/26	2	:30	11:30P- 12A (CST)	2					X			2	\$25.00	\$50.00	Madison (WMSN)		Modern Family	10/19/26
54.0	Normal Line / SPOT (13)	10/26/26-10/26/26	2	:30	11:30P- 12A (CST)	2	X							2	\$25.00	\$50.00	Madison (WMSN)		Modern Family	10/19/26
55.0	Normal Line / Baseball (14)	10/23/26-10/23/26	1	:30	7P- Sports-FOX MLB World Series Game 1	1					X			1	\$15,000.00	\$15,000.00	Madison (WMSN)		MLB World Series Game 1 BREWERS	10/19/26
56.0	Normal Line / Pre-Game (15)	10/25/26-10/25/26	2	:30	10A- Sports-FOX NFL Kickoff	1							X	1	\$150.00	\$150.00	Madison (WMSN)		FOX NFL Kickoff	10/19/26

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