





WLJK  
787 Lombardi Ave  
Green Bay, WI 54304

## Contract # 7117094

**Schedule Dates** 10/06/26-10/12/26  
**Advertiser** Protect Our Wisconsin (169778)  
**Agency** Hulsen Media Services (15485)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** 557/540/4417 (2380031)  
**Salesperson** Katz/DC, Washington DC (4022)  
**Sales Office** Katz Washington DC  
**Buyer Name** Kristin, Hulsen,  
**Phone/Fax** /  
**CPE** 557/540/4417  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** Issue  
ALEXANDRA BRADLEY  
Separation: 15;PopulationBuyType: CPP

Hulsen Media Services  
2400 Laramie Trail  
Austin, TX 78745

**Date Entered** 09/04/26  
**Last Modified** 09/15/26  
**Entered By** Christian Delos Santos  
**CO-OP** No  
**External #** ECR28714945  
**Demo** A50+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$41,393.25  
**Net Total** \$234,561.75  
**Sales Tax**

**Green Bay (WLJK)**  
**By Broadcast Month**  
Oct. 2026 65 \$275,955.00  
**Grand Total:** 65 \$275,955.00

| 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 |
|------|--------------------------------|-------------------|-----|--------|-----------------|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------|------------------------|---------|
| 9.0  | Normal Line / News (2)         | 10/09/26-10/09/26 | 1   | :30    | 7A- 8A (CST)    | 1   |    |    |    |    | X  |    |    | 1     | \$2,700.00 | \$2,700.00 | Green Bay (WLJK) | Good Day Wisconsin     | 9/4/26  |
| 10.0 | Normal Line / News (2)         | 10/12/26-10/12/26 | 1   | :30    | 7A- 8A (CST)    | 1   | X  |    |    |    |    |    |    | 1     | \$2,700.00 | \$2,700.00 | Green Bay (WLJK) | Good Day Wisconsin     | 9/4/26  |
| 11.0 | Normal Line / News (3)         | 10/06/26-10/06/26 | 1   | :30    | 8A- 9A (CST)    |     |    | 1  |    |    |    |    |    | 1     | \$2,880.00 | \$2,880.00 | Green Bay (WLJK) | Good Day Wisconsin     | 9/4/26  |
| 12.0 | Normal Line / News (3)         | 10/07/26-10/07/26 | 1   | :30    | 8A- 9A (CST)    | 1   |    |    | X  |    |    |    |    | 1     | \$2,880.00 | \$2,880.00 | Green Bay (WLJK) | Good Day Wisconsin     | 9/4/26  |
| 13.0 | Normal Line / News (3)         | 10/08/26-10/08/26 | 1   | :30    | 8A- 9A (CST)    | 1   |    |    |    | X  |    |    |    | 1     | \$2,880.00 | \$2,880.00 | Green Bay (WLJK) | Good Day Wisconsin     | 9/4/26  |
| 14.0 | Normal Line / News (3)         | 10/09/26-10/09/26 | 1   | :30    | 8A- 9A (CST)    | 1   |    |    |    |    | X  |    |    | 1     | \$2,880.00 | \$2,880.00 | Green Bay (WLJK) | Good Day Wisconsin     | 9/4/26  |
| 15.0 | Normal Line / News (3)         | 10/12/26-10/12/26 | 1   | :30    | 8A- 9A (CST)    | 1   | X  |    |    |    |    |    |    | 1     | \$2,880.00 | \$2,880.00 | Green Bay (WLJK) | Good Day Wisconsin     | 9/4/26  |
| 16.0 | Normal Line / News (4)         | 10/11/26-10/11/26 | 1   | :30    | 6A- 8:30A (CST) |     |    |    |    |    |    |    | 1  | 1     | \$1,440.00 | \$1,440.00 | Green Bay (WLJK) | Good Day Wisconsin     | 9/4/26  |
| 17.0 | Normal Line / News (5)         | 10/11/26-10/11/26 | 1   | :30    | 8:30A- 9A (CST) |     |    |    |    |    |    |    | 1  | 1     | \$1,170.00 | \$1,170.00 | Green Bay (WLJK) | News: Full Measure     | 9/4/26  |
| 18.0 | Normal Line / SPOT (6)         | 10/06/26-10/06/26 | 1   | :30    | 10A- 11A (CST)  |     |    | 1  |    |    |    |    |    | 1     | \$720.00   | \$720.00   | Green Bay (WLJK) | FOX 11 Living with Amy | 9/4/26  |
| 19.0 | Normal Line / SPOT (6)         | 10/07/26-10/07/26 | 1   | :30    | 10A- 11A (CST)  | 1   |    |    | X  |    |    |    |    | 1     | \$720.00   | \$720.00   | Green Bay (WLJK) | FOX 11 Living with Amy | 9/4/26  |
| 20.0 | Normal Line / SPOT (6)         | 10/08/26-10/08/26 | 1   | :30    | 10A- 11A (CST)  | 1   |    |    |    | X  |    |    |    | 1     | \$720.00   | \$720.00   | Green Bay (WLJK) | FOX 11 Living with Amy | 9/4/26  |
| 21.0 | Normal Line / SPOT (6)         | 10/09/26-10/09/26 | 1   | :30    | 10A- 11A (CST)  | 1   |    |    |    |    |    | X  |    | 1     | \$720.00   | \$720.00   | Green Bay (WLJK) | FOX 11 Living with Amy | 9/4/26  |
| 22.0 | Normal Line / SPOT (6)         | 10/12/26-10/12/26 | 1   | :30    | 10A- 11A (CST)  | 1   | X  |    |    |    |    |    |    | 1     | \$720.00   | \$720.00   | Green Bay (WLJK) | FOX 11 Living with Amy | 9/4/26  |

## CONFIRMATION CONTRACT

|                             |       |                   |       |           |
|-----------------------------|-------|-------------------|-------|-----------|
| 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.



WLUK  
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Green Bay, WI 54304

## Contract # 7117094

### Schedule Dates

10/06/26-10/12/26

### Advertiser

Protect Our Wisconsin (169778)

### Agency

Hulsen Media Services (15485)

### Product

POLITICAL ISSUE (ns) (1187)

### Brand

557/540/4417 (2380031)

### Salesperson

Katz/DC, Washington DC (4022)

### Sales Office

Katz Washington DC

### Buyer Name

Kristin, Hulsen,

### Phone/Fax

/

### CPE

557/540/4417

### Account Types

National/Political Issue Agency BRD

### Billing Type

Weekly/Irregular

### Comments

ALEXANDRA BRADLEY

Separation: 15;PopulationBuyType: CPP

### Date Entered

09/04/26

### Last Modified

09/15/26

### Entered By

Christian Delos Santos

### CO-OP

No

### External #

ECR28714945

### Demo

A50+R

### Order Type

Normal

### Package Deal

### Commission %

15.00

### Commission

\$41,393.25

### Net Total

\$234,561.75

### Sales Tax

## Green Bay (WLUK)

By Broadcast Month

Oct. 2026

Grand Total:

Spots

65

Rate

\$275,955.00

65

\$275,955.00

| 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 |
|------|--------------------------------|-------------------|-----|--------|-----------------|-----|----|----|----|----|----|----|----|-------|------------|------------|------------------|--------------------|---------|
| 23.0 | Normal Line / SPOT (7)         | 10/06/26-10/06/26 | 1   | :30    | 4P- 4:30P (CST) | 1   |    | 1  |    |    |    |    |    | 1     | \$1,125.00 | \$1,125.00 | Green Bay (WLUK) | Judge Judy         | 9/4/26  |
| 24.0 | Normal Line / SPOT (7)         | 10/07/26-10/07/26 | 1   | :30    | 4P- 4:30P (CST) | 1   |    |    | X  |    |    |    |    | 1     | \$1,125.00 | \$1,125.00 | Green Bay (WLUK) | Judge Judy         | 9/4/26  |
| 25.0 | Normal Line / SPOT (7)         | 10/08/26-10/08/26 | 1   | :30    | 4P- 4:30P (CST) | 1   |    |    |    | X  |    |    |    | 1     | \$1,125.00 | \$1,125.00 | Green Bay (WLUK) | Judge Judy         | 9/4/26  |
| 26.0 | Normal Line / SPOT (7)         | 10/12/26-10/12/26 | 1   | :30    | 4P- 4:30P (CST) | 1   | X  |    |    |    |    |    |    | 1     | \$1,125.00 | \$1,125.00 | Green Bay (WLUK) | Judge Judy         | 9/4/26  |
| 27.0 | Normal Line / News (8)         | 10/06/26-10/06/26 | 1   | :30    | 5P- 6P (CST)    | 1   |    | 1  |    |    |    |    |    | 1     | \$1,935.00 | \$1,935.00 | Green Bay (WLUK) | FOX 11 News at 5PM | 9/4/26  |
| 28.0 | Normal Line / News (8)         | 10/07/26-10/07/26 | 1   | :30    | 5P- 6P (CST)    | 1   |    |    | X  |    |    |    |    | 1     | \$1,935.00 | \$1,935.00 | Green Bay (WLUK) | FOX 11 News at 5PM | 9/4/26  |
| 29.0 | Normal Line / News (8)         | 10/08/26-10/08/26 | 1   | :30    | 5P- 6P (CST)    | 1   |    |    |    | X  |    |    |    | 1     | \$1,935.00 | \$1,935.00 | Green Bay (WLUK) | FOX 11 News at 5PM | 9/4/26  |
| 30.0 | Normal Line / News (8)         | 10/12/26-10/12/26 | 1   | :30    | 5P- 6P (CST)    | 1   | X  |    |    |    |    |    |    | 1     | \$1,935.00 | \$1,935.00 | Green Bay (WLUK) | FOX 11 News at 5PM | 9/4/26  |
| 31.0 | Normal Line / SPOT (9)         | 10/06/26-10/06/26 | 1   | :30    | 6P- 6:30P (CST) | 1   |    | 1  |    |    |    |    |    | 1     | \$3,150.00 | \$3,150.00 | Green Bay (WLUK) | Jeopardy           | 9/4/26  |
| 32.0 | Normal Line / SPOT (9)         | 10/07/26-10/07/26 | 1   | :30    | 6P- 6:30P (CST) | 1   |    |    | X  |    |    |    |    | 1     | \$3,150.00 | \$3,150.00 | Green Bay (WLUK) | Jeopardy           | 9/4/26  |
| 33.0 | Normal Line / SPOT (9)         | 10/08/26-10/08/26 | 1   | :30    | 6P- 6:30P (CST) | 1   |    |    |    | X  |    |    |    | 1     | \$3,150.00 | \$3,150.00 | Green Bay (WLUK) | Jeopardy           | 9/4/26  |
| 34.0 | Normal Line / SPOT (9)         | 10/12/26-10/12/26 | 1   | :30    | 6P- 6:30P (CST) | 1   | X  |    |    |    |    |    |    | 1     | \$3,150.00 | \$3,150.00 | Green Bay (WLUK) | Jeopardy           | 9/4/26  |
| 35.0 | Normal Line / SPOT (10)        | 10/06/26-10/06/26 | 1   | :30    | 6:30P- 7P (CST) | 1   |    | 1  |    |    |    |    |    | 1     | \$4,050.00 | \$4,050.00 | Green Bay (WLUK) | Wheel of Fortune   | 9/4/26  |
| 36.0 | Normal Line / SPOT (10)        | 10/07/26-10/07/26 | 1   | :30    | 6:30P- 7P (CST) | 1   |    |    | X  |    |    |    |    | 1     | \$4,050.00 | \$4,050.00 | Green Bay (WLUK) | Wheel of Fortune   | 9/4/26  |

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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2400 Laramie Trail  
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**Brand** 557/540/4417 (2380031)  
**Salesperson** Katz/DC, Washington DC (4022)  
**Sales Office** Katz Washington DC  
**Buyer Name** Kristin, Hulsen,  
**Phone/Fax** /  
**CPE** 557/540/4417  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** Issue  
Separation: 15;PopulationBuyType: CPP  
ALEXANDRA BRADLEY

**Date Entered** 09/04/26  
**Last Modified** 09/15/26  
**Entered By** Christian Delos Santos  
**CO-OP** No  
**External #** ECR28714945  
**Demo** A50+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$41,393.25  
**Net Total** \$234,561.75  
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**Green Bay (WLJK)**  
**By Broadcast Month**  
Oct. 2026 65 \$275,955.00  
Grand Total: 65 \$275,955.00

| 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 |
|------|-------------------------------------|-------------------|-----|--------|------------------------------------|-----|----|----|----|----|----|----|----|-------|--------------|--------------|------------------|--------------------------------------|---------|
| 37.0 | Normal Line / SPOT (10)             | 10/08/26-10/08/26 | 1   | :30    | 6:30P- 7P (CST)                    | 1   |    |    |    | X  |    |    |    | 1     | \$4,050.00   | \$4,050.00   | Green Bay (WLJK) | Wheel of Fortune                     | 9/4/26  |
| 38.0 | Normal Line / SPOT (10)             | 10/12/26-10/12/26 | 1   | :30    | 6:30P- 7P (CST)                    | 1   | X  |    |    |    |    |    |    | 1     | \$4,050.00   | \$4,050.00   | Green Bay (WLJK) | Wheel of Fortune                     | 9/4/26  |
| 39.0 | Normal Line / News (11)             | 10/06/26-10/06/26 | 1   | :30    | 9P- 10P (CST)                      |     |    | 1  |    |    |    |    |    | 1     | \$2,700.00   | \$2,700.00   | Green Bay (WLJK) | FOX 11 News at 9PM                   | 9/4/26  |
| 40.0 | Normal Line / News (11)             | 10/07/26-10/07/26 | 1   | :30    | 9P- 10P (CST)                      | 1   |    |    | X  |    |    |    |    | 1     | \$2,700.00   | \$2,700.00   | Green Bay (WLJK) | FOX 11 News at 9PM                   | 9/4/26  |
| 41.0 | Normal Line / News (11)             | 10/08/26-10/08/26 | 1   | :30    | 9P- 10P (CST)                      | 1   |    |    |    | X  |    |    |    | 1     | \$2,700.00   | \$2,700.00   | Green Bay (WLJK) | FOX 11 News at 9PM                   | 9/4/26  |
| 42.0 | Normal Line / News (11)             | 10/12/26-10/12/26 | 1   | :30    | 9P- 10P (CST)                      | 1   | X  |    |    |    |    |    |    | 1     | \$2,700.00   | \$2,700.00   | Green Bay (WLJK) | FOX 11 News at 9PM                   | 9/4/26  |
| 43.0 | Normal Line / Football-Premium (12) | 10/11/26-10/11/26 | 1   | :30    | 3:25P- Sports-FOX NFL Premium Game |     |    |    |    |    |    |    | 1  | 1     | \$150,000.00 | \$150,000.00 | Green Bay (WLJK) | NFL Late Game: Green Bay vs. Chicago | 9/4/26  |
| 44.0 | Normal Line / SPOT (7)              | 10/09/26-10/09/26 | 1   | :30    | 4P- 4:30P (CST)                    |     |    |    |    |    | 1  |    |    | 1     | \$1,125.00   | \$1,125.00   | Green Bay (WLJK) | Judge Judy                           | 9/15/26 |
| 45.0 | Normal Line / News (13)             | 10/06/26-10/12/26 | 1   | :30    | 5A- 6A (CST)                       |     | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$990.00     | \$4,950.00   | Green Bay (WLJK) | gdn                                  | 9/15/26 |
| 46.0 | Normal Line / News (14)             | 10/10/26-10/10/26 | 1   | :30    | 6A- 9A (CST)                       |     |    |    |    |    |    | 1  |    | 1     | \$2,340.00   | \$2,340.00   | Green Bay (WLJK) | gdn                                  | 9/15/26 |
| 47.0 | Normal Line / SPOT (15)             | 10/06/26-10/12/26 | 1   | :30    | 9A- 10A (CST)                      |     | 1  | 1  | 1  | 1  | 1  |    |    | 5     | \$900.00     | \$4,500.00   | Green Bay (WLJK) | live                                 | 9/15/26 |
| 48.0 | Normal Line / News (16)             | 10/11/26-10/11/26 | 1   | :30    | 9P- 10P (CST)                      |     |    |    |    |    |    |    | 1  | 1     | \$1,800.00   | \$1,800.00   | Green Bay (WLJK) | news                                 | 9/15/26 |
| 49.0 | Normal Line / SPOT (17)             | 10/07/26-10/12/26 | 1   | :30    | 10:35P- 11:07P (CST)               |     | 1  |    | 1  |    |    |    |    | 2     | \$630.00     | \$1,260.00   | Green Bay (WLJK) | seinfeld                             | 9/15/26 |

### CONFIRMATION CONTRACT

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

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WLUK  
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Hulsen Media Services  
2400 Laramie Trail  
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**Phone/Fax** /  
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Separation: 15;PopulationBuyType: CPP

**Date Entered** 09/04/26  
**Last Modified** 09/15/26  
**Entered By** Christian Delos Santos  
**CO-OP** No  
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**Order Type** Normal  
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**Commission** \$41,393.25  
**Net Total** \$234,561.75  
**Sales Tax**

**Green Bay (WLUK)**  

| By Broadcast Month  | Spots     | Rate                |
|---------------------|-----------|---------------------|
| Oct. 2026           | 65        | \$275,955.00        |
| <b>Grand Total:</b> | <b>65</b> | <b>\$275,955.00</b> |

| 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 |
|------|--------------------------------|-------------------|-----|--------|----------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|------------------|----------------|---------|
| 50.0 | Normal Line / SPOT (18)        | 10/06/26-10/08/26 | 1   | :30    | 11:07P- 11:35P (CST) | 1   |    | 1  |    | 1  |    |    |    | 2     | \$315.00 | \$630.00 | Green Bay (WLUK) | inside edition | 9/15/26 |

## CONFIRMATION CONTRACT

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

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## ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, HMS, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

**Check one:**

- ☐ Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.
- ☒ Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by: Hulsen Media Services

Agency name: Hulsen Media Services

Address: 2400 Laramie Trl

Contact: Kristin Black

Phone number: 512-827-7427

Email: kristln@hulsenmedia.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Protect Our Wisconsin

Address: 1300 I Street NW Suite 1200 West, Washington, DC 20005

Contact: Kaitlyn Unger

Phone number: : 202 772 5600

Email: protectourwisconsin@gmail.com

Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

Byron Malkus (Director)  
Kaitlyn Unger (Treasurer)

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

☒ N/A

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☒ N/A

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor

Station Representative

Signature:

*Kristin Black*

Signature:

*Chris Smith*

Name:

*Kristin Black*

Name:

*Chris Smith*

Date of Request to Purchase Ad Time:

Date of Station Agreement to Sell Time: *9/14/12*

TO BE COMPLETED BY STATION ONLY

Ad submitted to station?

☐

Yes

☒

No

Date ad received: \_\_\_\_\_

Note: Must have separate PB-19 forms for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

☐

Accepted

☒

Accepted IN PART (e.g., ad not received to determine content)\*

☐

Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

|                               |                                           |                                                       |
|-------------------------------|-------------------------------------------|-------------------------------------------------------|
| Contract #:<br><i>7117004</i> | Station Call Letters:<br><i>WLW</i>       | Date Received/Requested:<br><i>9/14/12</i>            |
| Est. #:<br><i>4417</i>        | Station Location:<br><i>GREEN BAY, WI</i> | Run Start and End Dates:<br><i>10/6/12 - 10/12/12</i> |

For national issue ads only (not required for state/local issue ads):

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.