

CONTRACT



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

<u>Contract / Revision</u> 4514916 /		<u>Alt Order #</u> WOC15824630
<u>Advertiser</u> New Wisconsin Majority		<u>Original Date / Revision</u> 08/11/26 / 08/11/26
<u>Contract Dates</u> 08/11/26 - 08/17/26	<u>Estimate #</u> 17679	<u>Ext. Opp. ID</u>
<u>Product</u> ISSUE		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<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>Agcy Code</u> 9920316	<u>Advertiser Code</u> 1986	<u>Product 1/2</u> 2002
<u>Agency Ref</u> 114264	<u>Advertiser Ref</u> 637511	

And:

Targeted Platform Media
1291 Hollywood Ave
Annapolis, MD 21403

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WMTV	08/11/26	08/17/26	Early Today	4:00 AM-4:30 AM		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	08/11/26	08/17/26	1-111--	4			\$100.00				
N 2	WMTV	08/11/26	08/17/26	The Morning Show @ 430a	4:30 AM-5:00 AM		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	08/11/26	08/17/26	1-111--	4			\$300.00				
N 3	WMTV	08/11/26	08/17/26	The Morning Show @ 5a	5:00 AM-6:00 AM		:30			NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	08/11/26	08/17/26	2-222--	8			\$500.00				
N 4	WMTV	08/11/26	08/17/26	The Morning Show @ 6a	6:00 AM-7:00 AM		:30			NM	8	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	08/11/26	08/17/26	2-222--	8			\$1,100.00				
N 5	WMTV	08/11/26	08/17/26	Today Show	7:00 AM-9:00 AM		:30			NM	8	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	08/11/26	08/17/26	2-222--	8			\$1,100.00				
N 6	WMTV	08/11/26	08/17/26	M-F 1p-2p	1:30 PM-2:00 PM		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	08/11/26	08/17/26	1-111--	4			\$200.00				
N 7	WMTV	08/11/26	08/17/26	15 News @ 11a	11:10 AM-11:30 AM		:30			NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	08/11/26	08/17/26	2-222--	8			\$500.00				
N 8	WMTV	08/11/26	08/17/26	NBC Today Show 3rd Hour	9:00 AM-10:00 AM		:30			NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	08/11/26	08/17/26	2-222--	8			\$500.00				
N 9	WMTV	08/11/26	08/17/26	Today w/ Hoda & Jenna	10:00 AM-11:00 AM		:30			NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	08/11/26	08/17/26	2-222--	8			\$300.00				
N 10	WMTV	08/11/26	08/17/26	NBC News Daily	12:00 PM-1:00 PM		:30			NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	08/11/26	08/17/26	1-222--	7			\$400.00				
N 11	WMTV	08/11/26	08/17/26	M-F 3p-330p	3:00 PM-3:30 PM		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
	Week:	08/11/26	08/17/26	1-111--	4			\$300.00				

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

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<u>Contract Dates</u> 08/11/26 - 08/17/26	<u>Product</u> ISSUE	<u>Estimate #</u> 17679

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 12	WMTV	08/11/26	08/17/26	Jeopardy M-F	4:28 PM-5:00 PM		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	1-111--				4	\$1,000.00			
N 13	WMTV	08/11/26	08/15/26	Powerhouse Home Energy	5:00 PM-5:30 PM		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	-----1-				1	\$500.00			
N 14	WMTV	08/11/26	08/17/26	15 News @ 5p	5:10 PM-5:30 PM		:30			NM	4	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	1-111--				4	\$1,250.00			
N 15	WMTV	08/11/26	08/17/26	15 News @ 6p	6:10 PM-6:30 PM		:30			NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	1-111--				4	\$1,600.00			
N 16	WMTV	08/11/26	08/17/26	15 News @ 4p	4:10 PM-4:27 PM		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	1-111--				4	\$800.00			
N 17	WMTV	08/11/26	08/16/26	Sunday 15 News @ 5p	5:10 PM-5:30 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:		08/11/26	08/17/26	-----1				1	\$1,250.00			
N 18	WMTV	08/11/26	08/15/26	Saturday 15 News @ 6p	6:10 PM-6:30 PM		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	-----1-				1	\$1,500.00			
N 19	WMTV	08/11/26	08/17/26	NBC Nightly News	5:30 PM-6:00 PM		:30			NM	3	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	1-11---				3	\$6,000.00			
N 20	WMTV	08/11/26	08/17/26	Wheel of Fortune M-F	6:30 PM-7:00 PM		:30			NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	1-111--				4	\$2,500.00			
N 21	WMTV	08/11/26	08/14/26	Friday Prime 2 Hour	7:00 PM-9:00 PM		:30			NM	2	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	----2--				2	\$1,750.00			
N 22	WMTV	08/11/26	08/17/26	Monday Prime 2 Hour	7:00 PM-9:00 PM		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	2-----				2	\$2,500.00			
N 23	WMTV	08/11/26	08/17/26	Monday Prime 2 Hour	8:00 PM-10:00 PM		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	1-----				1	\$2,500.00			
N 24	WMTV	08/11/26	08/16/26	Sunday Prime Hr 4	9:00 PM-10:00 PM		:30			NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	-----1				1	\$2,250.00			
N 25	WMTV	08/11/26	08/15/26	Saturday Prime 2 Hour	7:00 PM-9:00 PM		:30			NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	-----1-				1	\$1,750.00			
N 26	WMTV	08/11/26	08/16/26	Sunday 15 News @ 10p	10:10 PM-10:30 PM		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	-----1				1	\$1,500.00			
N 27	WMTV	08/11/26	08/17/26	M-F 15 News @ 10p	10:10 PM-10:35 PM		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	1-1-1--				3	\$1,500.00			
N 28	WMTV	08/11/26	08/17/26	Late Night w/ Seth Meyers	11:37 PM-12:37 AM		:30			NM	8	\$2,800.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	2-222--				8	\$350.00			
N 29	WMTV	08/11/26	08/17/26	The Tonight Show	10:35 PM-11:37 PM		:30			NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	2-121--				6	\$700.00			
N 30	WMTV	08/11/26	08/16/26	The Morning Show Su @ 6a	6:00 AM-7:00 AM		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	-----2				2	\$500.00			
N 31	WMTV	08/11/26	08/16/26	The Morning Show Su @ 7a	7:00 AM-8:00 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:		08/11/26	08/17/26	-----2				2	\$700.00			
N 32	WMTV	08/11/26	08/15/26	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:		08/11/26	08/17/26	-----2-				2	\$400.00			
N 33	WMTV	08/11/26	08/16/26	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:		08/11/26	08/17/26	-----2				2	\$700.00			
N 34	WMTV	08/11/26	08/15/26	Sa Today	6:58 AM-9:00 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:		08/11/26	08/17/26	-----2-				2	\$700.00			
N 35	WMTV	08/11/26	08/16/26	The Morning Show Su @ 7a	8:00 AM-8:57 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:		08/11/26	08/17/26	-----2				2	\$700.00			
N 36	WMTV	08/11/26	08/15/26	SS NFL PS Game	7:00 PM-10:00 PM		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	-----2-				2	\$2,500.00			
N 37	WMTV	08/11/26	08/16/26	MLB Reg Season Game	6:00 PM-9:00 PM		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	-----2				2	\$1,500.00			
N 38	WMTV	08/11/26	08/17/26	MLB Reg Season Game	7:00 PM-10:00 PM		:30			NM	9	\$15,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	3--3--3				9	\$1,750.00			
N 39	WMTV	08/11/26	08/14/26	Friday Prime 2 Hour	8:00 PM-10:00 PM		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	----2--				2	\$2,000.00			
N 40	WMTV	08/11/26	08/11/26	Tuesday Prime Hr 3	9:00 PM-10:00 PM		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	-1-----				1	\$2,500.00			
N 41	WMTV	08/11/26	08/16/26	Sun 1030p-11p	10:30 PM-11:00 PM		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/11/26	08/17/26	-----1				1	\$750.00			
Totals											151	\$154,650.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/01/26 -08/17/26	151	\$154,650.00	(\$23,197.50)	\$131,452.50
Totals	151	\$154,650.00	(\$23,197.50)	\$131,452.50

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