



125 West 55th St
New York, NY 10019

Contract # 28735817	Changes as of: 10/15/2026 at 5:27 PM	Version: Highlighting Revision 1
CPE: 1439/2310/20116	Flight: 10/14/26 - 10/20/26	Station: WMSN
Agency: AMERICAN MEDIA ADVOCACY GROUP 815 SLATERS LANE ALEXANDRIA, VA 22314	Advertiser: TOM TIFFANY - GOVERNOR (WI)	Market: Madison
	Product: WI GOV	Office: WASHINGTON
	Agency Order #: 15160789	Service: Nielsen
	Buyer: MediaAssistant, AMAG	Primary Demo: Adults 35+
	Salesperson: MEREDITH THOMPSON 212-408-3622	Assistant: MEREDITH THOMPSON 212-408-3622
		Con Type: POLITICAL/VOTE
		Total \$: \$43,340.00
		Total Spots: 143
		Total CPP: \$263.47
		Total GRP: 164.5
		Traffic #: 7169719

Separation:

Comments: 10/15 ok to move \$\$ from wo 10/7 here per MM

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/14 - 10/20								Total Spots	Total \$	CPP*	GRP*
							10/14	10/15	10/16	10/17	10/18	10/19	10/20					
1	W-F,M-Tu 5:30a-6a		AG Day	\$20.00	0.3	30	1	1	0	0	0	0	0		2	\$40.00	\$66.67	0.6
2	W-F,M-Tu 6a-7a		The National News Desk	\$35.00	0.3	30	2	2	2	0	0	0	0		6	\$210.00	\$116.67	1.8
3	W-F,M-Tu 7a-8a		The National News Desk	\$35.00	0.4	30	2	2	2	0	0	0	0		6	\$210.00	\$87.50	2.4
4	W-F,M-Tu 8a-9a		The National News Desk	\$75.00	0.4	30	1	2	2	0	0	2	2		9	\$675.00	\$187.50	3.6
5	Su 8a-9a		FOX News Sunday	\$75.00	0.5	30	0	0	0	0	1	0	0		1	\$75.00	\$150.00	0.5
6	W-F,M-Tu 9a-9:30a		Judge Judy	\$35.00	0.6	30	1	1	1	0	0	0	0		3	\$105.00	\$58.33	1.8
7	W-F,M-Tu 9:30a-10a		Judge Judy	\$35.00	0.8	30	1	1	1	0	0	0	0		3	\$105.00	\$43.75	2.4
8	W-F,M-Tu 12n-12:30p		Family Feud	\$60.00	1.2	30	1	1	1	0	0	1	1		5	\$300.00	\$50.00	6.0
9	W-F,M-Tu 12:30p-1p		Family Feud	\$60.00	1.3	30	1	1	1	0	0	1	1		5	\$300.00	\$46.15	6.5
10	W-F,M-Tu 1p-1:30p		The Perfect Line	\$60.00	1.0	30	1	1	1	0	0	1	1		5	\$300.00	\$60.00	5.0
REV+ 11	W-F,M-Tu 1:30p-2p		The Perfect Line	\$60.00	1.0	30	1	1	1	0	0	1	1		6	\$360.00	\$60.00	6.0
12	W-F,M-Tu 4p-4:30p		Judge Judy	\$90.00	1.6	30	1	1	1	0	0	1	1		5	\$450.00	\$56.25	8.0
13	W-F,M-Tu 4:30p-5p		Judge Judy	\$75.00	1.8	30	1	1	1	0	0	1	1		5	\$375.00	\$41.67	9.0
14	W,F,M-Tu 5:30p-6p		Family Feud	\$60.00	1.3	30	1	0	1	0	0	1	1		4	\$240.00	\$46.15	5.2
15	Th 5:30p-6p		Inside the Huddle	\$60.00	1.3	30	0	1	0	0	0	0	0		1	\$60.00	\$46.15	1.3
16	W-F,M-Tu 5p-5:30p		National News Desk	\$75.00	1.2	30	1	1	1	0	0	1	1		5	\$375.00	\$62.50	6.0
17	W-F,M-Tu 6:30p-7p		Big Bang Theory	\$225.00	1.3	30	1	1	1	0	0	0	0		3	\$675.00	\$173.08	3.9
18	Tu 7p-8p		Best Medicine	\$350.00	1.5	30	0	0	0	0	0	0	1		1	\$350.00	\$233.33	1.5
19	Tu 8p-9p		Doc-FOX	\$350.00	1.5	30	0	0	0	0	0	0	1		1	\$350.00	\$233.33	1.5



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							10/14	10/15	10/16	10/17	10/18	10/19	10/20				
20	W-Th,M-Tu 9p-9:30p		Fox 47 News at 9	\$750.00	1.6	30	1	1	0	0	0	1	1	4	\$3,000.00	\$468.75	6.4
21	W-Th,M-Tu 9:30p-10p		Fox 47 News at 9	\$750.00	1.9	30	1	1	0	0	0	1	1	4	\$3,000.00	\$394.74	7.6
22	W-Th,M-Tu 10p-10:30p		The National News Desk	\$100.00	0.8	30	1	1	0	0	0	1	1	4	\$400.00	\$125.00	3.2
23	W-Th,M-Tu 10:30p-11p		The National News Desk	\$100.00	0.5	30	1	1	0	0	0	1	1	4	\$400.00	\$200.00	2.0
24	Su 9p-9:30p		Fox News at 9PM	\$750.00	2.0	30	0	0	0	0	1	0	0	1	\$750.00	\$375.00	2.0
25	W-Th,M-Tu 11p-11:30p		Front Office Sports	\$45.00	0.4	30	1	1	0	0	0	0	0	2	\$90.00	\$112.50	0.8
26	W-Th,M-Tu 11:30p-12m		Big Bang Theory	\$25.00	0.6	30	1	1	0	0	0	1	1	4	\$100.00	\$41.67	2.4
27	Su 10p-10:30p		News: Full Measure	\$50.00	0.9	30	0	0	0	0	1	0	0	1	\$50.00	\$55.56	0.9
28	F 7p-10:30p		CFB: Washington vs Purdue	\$300.00	1.5	30	0	0	2	0	0	0	0	2	\$600.00	\$200.00	3.0
29	Sa 9a-11a		Big Noon Kickoff	\$85.00	0.8	30	0	0	0	3	0	0	0	3	\$255.00	\$106.25	2.4
30	Sa 11:30a-3p		CFB Big10 Indiana v Ohio State 10/17	\$350.00	3.5	30	0	0	0	0	0	0	0	0	\$0.00	\$100.00	0.0
31	Sa 6p-9:30p		CFB Oklahoma vs Houston	\$300.00	1.7	30	0	0	0	2	0	0	0	2	\$600.00	\$176.47	3.4
32	Su 10a-11a		NFL Kickoff on FOX	\$150.00	0.6	30	0	0	0	0	1	0	0	1	\$150.00	\$250.00	0.6
33	W-F,M-Tu 6p-6:30p		Big Bang Theory	\$225.00	1.1	30	1	1	1	0	0	1	1	5	\$1,125.00	\$204.55	5.5
34	Sa 10p-10:45p		Fox News at 9PM post CFB	\$325.00	0.9	30	0	0	0	0	0	0	0	0	\$0.00	\$361.11	0.0
35	Su 9:30p-10p		Fox News at 9PM	\$750.00	2.0	30	0	0	0	0	1	0	0	1	\$750.00	\$375.00	2.0
36	Su 10:30p-11p		In Depth	\$55.00	0.5	30	0	0	0	0	1	0	0	1	\$55.00	\$110.00	0.5
37	W-F,M-Tu 5:30a-6a		AG Day	\$35.00	0.3	30	0	0	0	0	0	1	1	2	\$70.00	\$116.67	0.6
38	W-F,M-Tu 6a-7a		The National News Desk	\$35.00	0.3	30	0	0	0	0	0	1	1	2	\$70.00	\$116.67	0.6
39	W-F,M-Tu 7a-8a		The National News Desk	\$35.00	0.4	30	0	0	0	0	0	2	2	4	\$140.00	\$87.50	1.6



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							10/14	10/15	10/16	10/17	10/18	10/19	10/20					
40	Su 9a-9:30a		News: Full Measure	\$50.00	0.3	30	0	0	0	0	1	0	0		1	\$50.00	\$166.67	0.3
41	W-F,M-Tu 9a-9:30a		Judge Judy	\$50.00	0.6	30	0	0	0	0	0	1	1		2	\$100.00	\$83.33	1.2
42	W-F,M-Tu 9:30a-10a		Judge Judy	\$50.00	0.8	30	0	0	0	0	0	1	1		2	\$100.00	\$62.50	1.6
43	W-F,M-Tu 6:30p-7p		Big Bang Theory	\$275.00	1.3	30	0	0	0	0	0	1	1		2	\$550.00	\$211.54	2.6
44	M 7p-8p		Celebrity Name That Tune	\$650.00	1.5	30	0	0	0	0	0	2	0		2	\$1,300.00	\$433.33	3.0
45	M 8p-9p		Celebrity Weakest Link	\$650.00	1.5	30	0	0	0	0	0	2	0		2	\$1,300.00	\$433.33	3.0
46	W-Th,M-Tu 11p-11:30p		Front Office Sports	\$65.00	0.4	30	0	0	0	0	0	1	1		2	\$130.00	\$162.50	0.8
47	W 4p-9p		MLB NLCS Brewers v Dodgers g3	\$2,500.00	6.0	30	0	0	0	0	0	0	0		0	\$0.00	\$416.67	0.0
10/14																		
48	Th 4p-9p		MLB NLCS Brewers v Dodgers g4	\$2,500.00	7.0	30	0	0	0	0	0	0	0		0	\$0.00	\$357.14	0.0
10/15																		
49	F 4p-9p		MLB NLCS Brewers v Dodgers g5	\$2,500.00	7.0	30	0	0	0	0	0	0	0		0	\$0.00	\$357.14	0.0
10/16																		
50	Sa 2:30p-6p		CFB 2:30p Arizona St v Texas Tech 10/17	\$350.00	1.5	30	0	0	0	2	0	0	0		2	\$700.00	\$233.33	3.0
51	Su 11a-12n		NFL Pre-Game 10/18	\$650.00	3.7	30	0	0	0	0	0	0	0		0	\$0.00	\$175.68	0.0
52	Su 12n-3:25p		NFL Bears v Falcons 10//18	\$2,500.00	9.5	30	0	0	0	0	0	0	0		0	\$0.00	\$263.16	0.0
53	Su 12n-3:25p		NFL Bears v Falcons 10//18	\$5,000.00	9.5	30	0	0	0	0	2	0	0		2	\$10,000.00	\$526.32	19.0
54	M 7p-10p		MLB	\$10,000.00	6.0	30	0	0	0	0	0	1	0		1	\$10,000.00	\$1,666.67	6.0
10/14																		
55	Su 11a-12n		NFL Pre-Game 10/18	\$1,200.00	3.7	30	0	0	0	0	1	0	0		1	\$1,200.00	\$324.32	3.7
56	Tu 8p-9p		DOC	\$750.00	1.8	30	0	0	0	0	0	0	1		1	\$750.00	\$416.67	1.8
TOTALS:							24	25	20	7	10	29	28		143	\$43,340.00	\$263.47	164.5



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/15/26 5:27 PM	MEREDITH THOMPSON	10/15 ok to move \$\$ from wo 10/7 here per MM
10/14/26 12:12 PM	MEREDITH THOMPSON	ok per mm 10/14 - also includes \$\$ from wo 10/7
10/14/26 11:15 AM	Payton Berg	Please see lines for na and offer- adding \$255 from last est
10/12/26 7:48 PM	System	Notice Received.
10/12/26 1:43 PM	MEREDITH THOMPSON	Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$43,025
WMSN Share:	100%
Comment:	
	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	143	\$43,340.00	\$263.47	164.5
Total	100%	143	\$43,340.00	\$263.47	164.5

Monthly Summary		
Month	Spots	Dollars
2026-Oct	143	\$43,340.00
Total	143	\$43,340.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/15/26 5:27 PM	MEREDITH THOMPSON	Revised	1		\$60.00	\$43,340.00	Changes: Total Spots from 142 to 143, Calculated Dollars from \$43,280.00 to \$43,340.00, Total GRPs from 163.5 to 164.5, Total CPP from \$264.71 to \$263.47, Comments from Separation: 30;PopulationBuyType: CPP to 10/15 ok to move \$\$ from wo 10/7 here per MM, Origuser Entered Dollars to \$43,280.00, User Entered \$ from \$0.00 to \$43,340.00, Total \$ from \$43,280.00 to \$43,340.00. 1 buyline added or modified.
Makegood 1	10/14/26 11:15 AM	Payton Berg	Confirmed	5	13	\$255.00	\$43,280.00	Changes: Total \$ from \$43,025.00 to \$43,280.00, Total Spots from 150 to 142, Total GRPs from 203.9 to 163.5, Total CPP from \$211.01 to \$264.71, Total GIMPs from 0 to 164, Total CPM from \$0.00 to \$264,709.48. 12 buylines added or modified.
Queued for Electronic Contracting	10/12/26 2:01 PM					\$0	\$0	
New	10/12/26 1:43 PM	MEREDITH THOMPSON	Confirmed	150		\$43,025.00	\$43,025.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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