



WMSN Madison  
7847 Big Sky Dr  
Madison, WI 53719

American Media & Advocacy Group  
815 Slaters Ln  
Alexandria, VA 22314-1219

**Contract #****7180435****Schedule Dates**

10/21/26-10/27/26

**Advertiser**

Tom Tiffany for WI Governor-R (167513)

**Agency**

American Media &amp; Advocacy Group (9105)

**Product**

POLITICAL CANDIDATE (ns) (1186)

**Brand**

1439/2310/20197 (2396882)

**Salesperson**

Katz/DC, Washington DC (4022)

**Sales Office**

Katz Washington DC

**Buyer Name**

MediaAssistant,,

**Phone/Fax**

/

**CPE**

1439/2310/20197

**Account Types**

National/Political Candidate Agency BRD

**Billing Type**

Weekly/Irregular

**Comments**WI GOV MEREDITH THOMPSON  
Separation: 30;PopulationBuyType: CPP**Date Entered**

10/20/26

**Last Modified**

10/20/26

**Entered By**

Emma Sample

**CO-OP**

No

**External #**

ECR28738323

**Demo**

A35+R

**Order Type**

Normal

**Package Deal****Commission %**

15.00

**Commission**

\$6,005.25

**Net Total**

\$34,029.75

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

Oct. 2026 34 \$38,070.00

Nov. 2026 21 \$1,965.00

Grand Total: 55 \$40,035.00

| 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 / SPOT (1-0.3)     | 10/21/26-10/21/26 | 2   | :30    | 5:30A- Ag Day                     |     |    |    | 1  |    |    |    |    | 1     | \$35.00 | \$35.00 | Madison (WMSN) | AG Day             | 10/20/26 |
| 2.0  | Normal Line / SPOT (1-0.3)     | 10/22/26-10/22/26 | 2   | :30    | 5:30A- Ag Day                     |     |    |    |    | 1  |    |    |    | 1     | \$35.00 | \$35.00 | Madison (WMSN) | AG Day             | 10/20/26 |
| 3.0  | Normal Line / SPOT (1-0.3)     | 10/23/26-10/23/26 | 2   | :30    | 5:30A- Ag Day                     |     |    |    |    |    | 1  |    |    | 1     | \$35.00 | \$35.00 | Madison (WMSN) | AG Day             | 10/20/26 |
| 4.0  | Normal Line / SPOT (1-0.3)     | 10/26/26-10/26/26 | 2   | :30    | 5:30A- Ag Day                     |     | 1  |    |    |    |    |    |    | 1     | \$35.00 | \$35.00 | Madison (WMSN) | AG Day             | 10/20/26 |
| 5.0  | Normal Line / SPOT (1-0.3)     | 10/27/26-10/27/26 | 2   | :30    | 5:30A- Ag Day                     |     |    | 1  |    |    |    |    |    | 1     | \$35.00 | \$35.00 | Madison (WMSN) | AG Day             | 10/20/26 |
| 6.0  | Normal Line / News (2-0.4)     | 10/22/26-10/22/26 | 2   | :30    | 7A- News-The National News Desk 2 |     |    |    |    | 1  |    |    |    | 1     | \$65.00 | \$65.00 | Madison (WMSN) | National News Desk | 10/20/26 |
| 7.0  | Normal Line / News (2-0.4)     | 10/27/26-10/27/26 | 2   | :30    | 7A- News-The National News Desk 2 |     |    | 1  |    |    |    |    |    | 1     | \$65.00 | \$65.00 | Madison (WMSN) | National News Desk | 10/20/26 |
| 8.0  | Normal Line / News (3-0.6)     | 10/21/26-10/21/26 | 2   | :30    | 8A- News-The National News Desk 3 |     |    |    | 1  |    |    |    |    | 1     | \$75.00 | \$75.00 | Madison (WMSN) | National News Desk | 10/20/26 |
| 9.0  | Normal Line / News (3-0.6)     | 10/22/26-10/22/26 | 2   | :30    | 8A- News-The National News Desk 3 |     |    |    |    | 1  |    |    |    | 1     | \$75.00 | \$75.00 | Madison (WMSN) | National News Desk | 10/20/26 |
| 10.0 | Normal Line / News (3-0.6)     | 10/23/26-10/23/26 | 2   | :30    | 8A- News-The National News Desk 3 |     |    |    |    |    | 1  |    |    | 1     | \$75.00 | \$75.00 | Madison (WMSN) | National News Desk | 10/20/26 |
|      |                                |                   |     |        |                                   |     |    |    |    |    |    |    |    |       |         |         |                |                    |          |

**CONFIRMATION CONTRACT**

|                             |       |                   |       |           |
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| 11.0 | Normal Line / News (3-0.6)     | 10/26/26-10/26/26 | 2   | :30    | 8A- News-The National News Desk 3 |     | 1  |    |    |    |    |    |    | 1     | \$75.00 | \$75.00 | Madison (WMSN) | National News Desk | 10/20/26 |
| 12.0 | Normal Line / News (3-0.6)     | 10/27/26-10/27/26 | 2   | :30    | 8A- News-The National News Desk 3 |     |    | 1  |    |    |    |    |    | 1     | \$75.00 | \$75.00 | Madison (WMSN) | National News Desk | 10/20/26 |
| 13.0 | Normal Line / News (4-0.5)     | 10/25/26-10/25/26 | 2   | :30    | 8A- FOX-FOX News Sunday           |     |    |    |    |    |    |    | 1  | 1     | \$75.00 | \$75.00 | Madison (WMSN) | Fox News           | 10/20/26 |
| 14.0 | Normal Line / SPOT (5-0.6)     | 10/21/26-10/21/26 | 2   | :30    | 9A- Judge Judy 3                  |     |    |    | 1  |    |    |    |    | 1     | \$50.00 | \$50.00 | Madison (WMSN) | Judge Judy         | 10/20/26 |
| 15.0 | Normal Line / SPOT (5-0.6)     | 10/22/26-10/22/26 | 2   | :30    | 9A- Judge Judy 3                  |     |    |    |    | 1  |    |    |    | 1     | \$50.00 | \$50.00 | Madison (WMSN) | Judge Judy         | 10/20/26 |
| 16.0 | Normal Line / SPOT (5-0.6)     | 10/23/26-10/23/26 | 2   | :30    | 9A- Judge Judy 3                  |     |    |    |    |    | 1  |    |    | 1     | \$50.00 | \$50.00 | Madison (WMSN) | Judge Judy         | 10/20/26 |
| 17.0 | Normal Line / SPOT (5-0.6)     | 10/26/26-10/26/26 | 2   | :30    | 9A- Judge Judy 3                  |     | 1  |    |    |    |    |    |    | 1     | \$50.00 | \$50.00 | Madison (WMSN) | Judge Judy         | 10/20/26 |
| 18.0 | Normal Line / SPOT (5-0.6)     | 10/27/26-10/27/26 | 2   | :30    | 9A- Judge Judy 3                  |     |    | 1  |    |    |    |    |    | 1     | \$50.00 | \$50.00 | Madison (WMSN) | Judge Judy         | 10/20/26 |
| 19.0 | Normal Line / SPOT (6-0.8)     | 10/21/26-10/21/26 | 2   | :30    | 9:30A- Judge Judy 4               |     |    |    | 1  |    |    |    |    | 1     | \$50.00 | \$50.00 | Madison (WMSN) | Judge Judy         | 10/20/26 |
| 20.0 | Normal Line / SPOT (6-0.8)     | 10/22/26-10/22/26 | 2   | :30    | 9:30A- Judge Judy 4               |     |    |    |    | 1  |    |    |    | 1     | \$50.00 | \$50.00 | Madison (WMSN) | Judge Judy         | 10/20/26 |
| 21.0 | Normal Line / SPOT (6-0.8)     | 10/23/26-10/23/26 | 2   | :30    | 9:30A- Judge Judy 4               |     |    |    |    |    | 1  |    |    | 1     | \$50.00 | \$50.00 | Madison (WMSN) | Judge Judy         | 10/20/26 |
| 22.0 | Normal Line / SPOT (6-0.8)     | 10/26/26-10/26/26 | 2   | :30    | 9:30A- Judge Judy 4               |     | 1  |    |    |    |    |    |    | 1     | \$50.00 | \$50.00 | Madison (WMSN) | Judge Judy         | 10/20/26 |
| 23.0 | Normal Line / SPOT (6-0.8)     | 10/27/26-10/27/26 | 2   | :30    | 9:30A- Judge Judy 4               |     |    | 1  |    |    |    |    |    | 1     | \$50.00 | \$50.00 | Madison (WMSN) | Judge Judy         | 10/20/26 |

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|------|--------------------------------|-------------------|-----|--------|-----------------------|-----|----|----|----|----|----|----|----|-------|---------|---------|----------------|--|-------------|----------|
| 24.0 | Normal Line / SPOT (7-1.0)     | 10/21/26-10/21/26 | 2   | :30    | 12:30P- Family Feud 3 |     |    |    | 1  |    |    |    |    | 1     | \$60.00 | \$60.00 | Madison (WMSN) |  | Family Feud | 10/20/26 |
| 25.0 | Normal Line / SPOT (7-1.0)     | 10/22/26-10/22/26 | 2   | :30    | 12:30P- Family Feud 3 |     |    |    |    | 1  |    |    |    | 1     | \$60.00 | \$60.00 | Madison (WMSN) |  | Family Feud | 10/20/26 |
| 26.0 | Normal Line / SPOT (7-1.0)     | 10/23/26-10/23/26 | 2   | :30    | 12:30P- Family Feud 3 |     |    |    |    |    | 1  |    |    | 1     | \$60.00 | \$60.00 | Madison (WMSN) |  | Family Feud | 10/20/26 |
| 27.0 | Normal Line / SPOT (7-1.0)     | 10/26/26-10/26/26 | 2   | :30    | 12:30P- Family Feud 3 |     | 1  |    |    |    |    |    |    | 1     | \$60.00 | \$60.00 | Madison (WMSN) |  | Family Feud | 10/20/26 |
| 28.0 | Normal Line / SPOT (7-1.0)     | 10/27/26-10/27/26 | 2   | :30    | 12:30P- Family Feud 3 |     |    | 1  |    |    |    |    |    | 1     | \$60.00 | \$60.00 | Madison (WMSN) |  | Family Feud | 10/20/26 |
| 29.0 | Normal Line / SPOT (8-1.3)     | 10/21/26-10/21/26 | 2   | :30    | 4P- Judge Judy        |     |    |    | 1  |    |    |    |    | 1     | \$90.00 | \$90.00 | Madison (WMSN) |  | Judge Judy  | 10/20/26 |
| 30.0 | Normal Line / SPOT (8-1.3)     | 10/22/26-10/22/26 | 2   | :30    | 4P- Judge Judy        |     |    |    |    | 1  |    |    |    | 1     | \$90.00 | \$90.00 | Madison (WMSN) |  | Judge Judy  | 10/20/26 |
| 31.0 | Normal Line / SPOT (8-1.3)     | 10/23/26-10/23/26 | 2   | :30    | 4P- Judge Judy        |     |    |    |    |    | 1  |    |    | 1     | \$90.00 | \$90.00 | Madison (WMSN) |  | Judge Judy  | 10/20/26 |
| 32.0 | Normal Line / SPOT (8-1.3)     | 10/26/26-10/26/26 | 2   | :30    | 4P- Judge Judy        |     | 1  |    |    |    |    |    |    | 1     | \$90.00 | \$90.00 | Madison (WMSN) |  | Judge Judy  | 10/20/26 |
| 33.0 | Normal Line / SPOT (8-1.3)     | 10/27/26-10/27/26 | 2   | :30    | 4P- Judge Judy        |     |    | 1  |    |    |    |    |    | 1     | \$90.00 | \$90.00 | Madison (WMSN) |  | Judge Judy  | 10/20/26 |
| 34.0 | Normal Line / SPOT (9-1.5)     | 10/21/26-10/21/26 | 2   | :30    | 4:30P- Judge Judy 2   |     |    |    | 1  |    |    |    |    | 1     | \$75.00 | \$75.00 | Madison (WMSN) |  | Judge Judy  | 10/20/26 |
| 35.0 | Normal Line / SPOT (9-1.5)     | 10/22/26-10/22/26 | 2   | :30    | 4:30P- Judge Judy 2   |     |    |    |    | 1  |    |    |    | 1     | \$75.00 | \$75.00 | Madison (WMSN) |  | Judge Judy  | 10/20/26 |
| 36.0 | Normal Line / SPOT (9-1.5)     | 10/23/26-10/23/26 | 2   | :30    | 4:30P- Judge Judy 2   |     |    |    |    |    | 1  |    |    | 1     | \$75.00 | \$75.00 | Madison (WMSN) |  | Judge Judy  | 10/20/26 |
| 37.0 | Normal Line / SPOT (10-1.5)    | 10/26/26-10/26/26 | 2   | :30    | 4:30P- Judge Judy 2   |     | 1  |    |    |    |    |    |    | 1     | \$90.00 | \$90.00 | Madison (WMSN) |  | Judge Judy  | 10/20/26 |

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|--------|-------------------------------------|-------------------|-----|--------|-----------------------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|----------------|----------------------------|----------|
| 38.0   | Normal Line / SPOT (10-1.5)         | 10/27/26-10/27/26 | 2   | :30    | 4:30P- Judge Judy 2               |     |    | 1  |    |    |    |    |    | 1     | \$90.00  | \$90.00  | Madison (WMSN) | Judge Judy                 | 10/20/26 |
| 39.0   | Normal Line / Sports/Other (11-1.3) | 10/22/26-10/22/26 | 2   | :30    | 5:30P- Sports-Inside The Huddle   |     |    |    |    | 1  |    |    |    |       | \$60.00  |          | Madison (WMSN) | Inside the Huddle          | 10/20/26 |
| 39.0.1 | Preempt (11-1.3)                    | 10/22/26          |     |        |                                   |     |    |    |    |    |    |    |    |       |          |          | Madison (WMSN) | Program Change/Exception - |          |
| 40.0   | Normal Line / News (12-0.9)         | 10/21/26-10/21/26 | 2   | :30    | 5P- News-The National News Desk 4 |     |    |    | 1  |    |    |    |    | 1     | \$75.00  | \$75.00  | Madison (WMSN) | National News Desk         | 10/20/26 |
| 41.0   | Normal Line / News (12-0.9)         | 10/22/26-10/22/26 | 2   | :30    | 5P- News-The National News Desk 4 |     |    |    |    | 1  |    |    |    | 1     | \$75.00  | \$75.00  | Madison (WMSN) | National News Desk         | 10/20/26 |
| 42.0   | Normal Line / News (12-0.9)         | 10/23/26-10/23/26 | 2   | :30    | 5P- News-The National News Desk 4 |     |    |    |    |    | 1  |    |    | 1     | \$75.00  | \$75.00  | Madison (WMSN) | National News Desk         | 10/20/26 |
| 43.0   | Normal Line / News (12-0.9)         | 10/26/26-10/26/26 | 2   | :30    | 5P- News-The National News Desk 4 |     | 1  |    |    |    |    |    |    | 1     | \$75.00  | \$75.00  | Madison (WMSN) | National News Desk         | 10/20/26 |
| 44.0   | Normal Line / News (12-0.9)         | 10/27/26-10/27/26 | 2   | :30    | 5P- News-The National News Desk 4 |     |    | 1  |    |    |    |    |    | 1     | \$75.00  | \$75.00  | Madison (WMSN) | National News Desk         | 10/20/26 |
| 45.0   | Normal Line / Access (13-1.3)       | 10/21/26-10/21/26 | 2   | :30    | 6:30P- Big Bang Theory 2          |     |    |    | 1  |    |    |    |    | 1     | \$275.00 | \$275.00 | Madison (WMSN) | Big Bang Theory            | 10/20/26 |
| 46.0   | Normal Line / Access (13-1.3)       | 10/22/26-10/22/26 | 2   | :30    | 6:30P- Big Bang Theory 2          |     |    |    |    | 1  |    |    |    | 1     | \$275.00 | \$275.00 | Madison (WMSN) | Big Bang Theory            | 10/20/26 |

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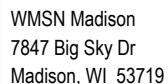
Grand Total: 55 \$40,035.00

| 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  |
|--------|--------------------------------|-------------------|-----|--------|-------------------------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|----------------|-----------------------------------------|----------|
| 47.0   | Normal Line / Access (13-1.3)  | 10/23/26-10/23/26 | 2   | :30    | 6:30P- Big Bang Theory 2            |     |    |    |    |    | 1  |    |    |       | \$275.00 |          | Madison (WMSN) | Big Bang Theory                         | 10/20/26 |
| 47.0.1 | Preempt (13-1.3)               | 10/23/26          |     |        |                                     |     |    |    |    |    |    |    |    |       |          |          | Madison (WMSN) | Program Change/Exception - World Series |          |
| 48.0   | Normal Line / Access (13-1.3)  | 10/26/26-10/26/26 | 2   | :30    | 6:30P- Big Bang Theory 2            |     | 1  |    |    |    |    |    |    | 1     | \$275.00 | \$275.00 | Madison (WMSN) | Big Bang Theory                         | 10/20/26 |
| 49.0   | Normal Line / Access (13-1.3)  | 10/27/26-10/27/26 | 2   | :30    | 6:30P- Big Bang Theory 2            |     |    | 1  |    |    |    |    |    | 1     | \$275.00 | \$275.00 | Madison (WMSN) | Big Bang Theory                         | 10/20/26 |
| 50.0   | Normal Line / Prime (14-1.5)   | 10/22/26-10/22/26 | 2   | :30    | 8P- FOX-Special Forces (Thursday)   |     |    |    |    | 1  |    |    |    | 1     | \$300.00 | \$300.00 | Madison (WMSN) | Special Forces                          | 10/20/26 |
| 51.0   | Normal Line / News (15-1.0)    | 10/21/26-10/21/26 | 2   | :30    | 10P- News-The National News Desk LF |     |    |    | 1  |    |    |    |    | 1     | \$100.00 | \$100.00 | Madison (WMSN) | National News Desk                      | 10/20/26 |
| 52.0   | Normal Line / News (15-1.0)    | 10/22/26-10/22/26 | 2   | :30    | 10P- News-The National News Desk LF |     |    |    |    | 1  |    |    |    | 1     | \$100.00 | \$100.00 | Madison (WMSN) | National News Desk                      | 10/20/26 |
| 53.0   | Normal Line / News (15-1.0)    | 10/23/26-10/23/26 | 2   | :30    | 10P- News-The National News Desk LF |     |    |    |    |    | 1  |    |    |       | \$100.00 |          | Madison (WMSN) | National News Desk                      | 10/20/26 |
| 53.0.1 | Preempt (15-1.0)               | 10/23/26          |     |        |                                     |     |    |    |    |    |    |    |    |       |          |          | Madison (WMSN) | Program Change/Exception -              |          |
| 54.0   | Normal Line / News (16-1.1)    | 10/26/26-10/26/26 | 2   | :30    | 10P- News-The National News Desk LF |     | 1  |    |    |    |    |    |    | 1     | \$150.00 | \$150.00 | Madison (WMSN) | National News Desk                      | 10/20/26 |
|        |                                |                   |     |        |                                     |     |    |    |    |    |    |    |    |       |          |          |                |                                         |          |

**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.



|                       |                                                                   |
|-----------------------|-------------------------------------------------------------------|
| <b>Contract #</b>     | <b>7180435</b>                                                    |
| <b>Schedule Dates</b> | 10/21/26-10/27/26                                                 |
| <b>Advertiser</b>     | Tom Tiffany for WI Governor-R (167513)                            |
| <b>Agency</b>         | American Media & Advocacy Group (9105)                            |
| <b>Product</b>        | POLITICAL CANDIDATE (ns) (1186)                                   |
| <b>Brand</b>          | 1439/2310/20197 (2396882)                                         |
| <b>Salesperson</b>    | Katz/DC, Washington DC (4022)                                     |
| <b>Sales Office</b>   | Katz Washington DC                                                |
| <b>Buyer Name</b>     | MediaAssistant,,                                                  |
| <b>Phone/Fax</b>      | /                                                                 |
| <b>CPE</b>            | 1439/2310/20197                                                   |
| <b>Account Types</b>  | National/Political Candidate Agency BRD                           |
| <b>Billing Type</b>   | Weekly/Irregular                                                  |
| <b>Comments</b>       | WI GOV MEREDITH THOMPSON<br>Separation: 30;PopulationBuyType: CPP |

|               |             |
|---------------|-------------|
| Date Entered  | 10/20/26    |
| Last Modified | 10/20/26    |
| Entered By    | Emma Sample |
| CO-OP         | No          |
| External #    | ECR28738323 |
| Demo          | A35+R       |
| Order Type    | Normal      |
| Package Deal  |             |
| Commission %  | 15.00       |
| Commission    | \$6,005.25  |
| Net Total     | \$34,029.75 |
| Sales Tax     |             |

| <u>By Broadcast Month</u> | <u>Spots</u> | <u>Rate</u> |
|---------------------------|--------------|-------------|
| Oct. 2026                 | 34           | \$38,070.00 |
| Nov. 2026                 | 21           | \$1,965.00  |
| Grand Total:              | 55           | \$40,035.00 |

## CONFIRMATION CONTRACT

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.