

CONTRACT



Television Wisconsin Inc
7025 Raymond Road
Madison, WI 53719
(608) 271-4321

www.channel3000.com

And:

Medium Buying
815 Grandview Ave Ste 600
Columbus, OH 43215

<u>Contract / Revision</u> 28716421 /		<u>Alt Order #</u> 28716421
<u>Advertiser</u> Novak, Todd/R/ WI Assembly		<u>Original Date / Revision</u> 09/11/26 / 10/20/26
<u>Contract Dates</u> 10/21/26 - 10/27/26	<u>Estimate #</u> 3664	<u>Ext. Opp. ID</u>
<u>Product</u> WIRACC		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WISC	<u>Account Executive</u> AE Katz Washington	<u>Sales Office</u> Katz Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> 9915707	<u>Advertiser Code</u> 278	<u>Product 1/2</u> 321
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WISC	10/21/26	10/27/26	News 3 Now This Morning	6:00 AM-6:30 AM		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/21/26	10/27/26	MTWTF--	5			\$300.00				
2	WISC	10/21/26	10/27/26	News 3 Now This Morning	6:30 AM-7:00 AM		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/21/26	10/27/26	MTWTF--	5			\$300.00				
3	WISC	10/21/26	10/27/26	CBS Mornings	7:00 AM-8:00 AM		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/21/26	10/27/26	MTWTF--	5			\$300.00				
E 4	WISC	10/21/26	10/27/26	CBS Mornings	8:00 AM-9:00 AM		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/21/26	10/27/26	MTWTF--	4			\$400.00				
E 5	WISC	10/21/26	10/27/26	The Price is Right	10:00 AM-11:00 AM		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/21/26	10/27/26	MTWTF--	2			\$300.00				
E 6	WISC	10/21/26	10/27/26	News 3 Now at Noon	12:00 PM-12:30 PM		: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:		10/21/26	10/27/26	MTWTF--	2			\$500.00				
7	WISC	10/21/26	10/27/26	News 3 Now at Five	5:00 PM-5:30 PM		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/21/26	10/27/26	MTWTF--	5			\$350.00				
8	WISC	10/21/26	10/27/26	M-F CBS Evening News	5:30 PM-6:00 PM		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/21/26	10/27/26	MTWTF--	2			\$1,400.00				
9	WISC	10/21/26	10/27/26	News 3 Now at Six	6:00 PM-6:30 PM		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/21/26	10/27/26	MTWTF--	5			\$400.00				
10	WISC	10/21/26	10/27/26	M-F Late News	10:00 PM-10:35 PM		:30			NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/21/26	10/27/26	MTWTF--	5			\$600.00				
11	WISC	10/24/26	10/24/26	CBS Saturday Morning	6:00 AM-8:00 AM		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/19/26	10/25/26	-----S-	1			\$100.00				
12	WISC	10/24/26	10/24/26	Weekend Mornings Sa	8:00 AM-9:00 AM		:30			NM	1	\$150.00

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

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<u>Contract / Revision</u>		<u>Alt Order #</u>
28716421 /		28716421
<u>Advertiser</u>		<u>Original Date / Revision</u>
Novak, Todd/R/ WI Assembly		09/11/26 / 10/20/26
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/21/26 - 10/27/26	WIRACC	3664

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/26	10/25/26	-----S-				1	\$150.00			
13	WISC	10/24/26	10/24/26	News 3 Now at Six Sat	6:00 PM-6:30 PM		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/26	10/25/26	-----S-				1	\$150.00			
14	WISC	10/24/26	10/24/26	News 3 Now at Ten Sat	10:00 PM-10:35 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:		10/19/26	10/25/26	-----S-				1	\$500.00			
15	WISC	10/25/26	10/25/26	Weekend Mornings Sun	6:30 AM-8:00 AM		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/26	10/25/26	-----S				1	\$100.00			
16	WISC	10/25/26	10/25/26	CBS Sunday Morning	8:00 AM-9:30 AM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/26	10/25/26	-----S				1	\$600.00			
17	WISC	10/25/26	10/25/26	Face the Nation	9:30 AM-10:30 AM		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/26	10/25/26	-----S				1	\$400.00			
18	WISC	10/25/26	10/25/26	NFL Today	11:00 AM-12:00 PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/26	10/25/26	-----S				1	\$600.00			
19	WISC	10/25/26	10/25/26	News 3 Now at 5:30pm Su	5:30 PM-6:00 PM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/26	10/25/26	-----S				1	\$300.00			
20	WISC	10/25/26	10/25/26	News 3 Now at Ten Sun	10:00 PM-10:35 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:		10/19/26	10/25/26	-----S				1	\$500.00			
N 21	WISC	10/21/26	10/27/26	The Price is Right	10:00 AM-11:00 AM		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	MTWTF--				3	\$600.00			
N 22	WISC	10/21/26	10/27/26	News 3 Now at Noon	12:00 PM-12:30 PM		:30			NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	MTWTF--				3	\$1,000.00			
N 23	WISC	10/21/26	10/27/26	Young/Restless	11a-12p		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	MTWTF--				3	\$600.00			
N 24	WISC	10/21/26	10/27/26	M-F CBS Evening News	530p-6p		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	MTWTF--				2	\$1,400.00			
N 25	WISC	10/21/26	10/27/26	Mon Hour 2	8p-9p		:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	M-----				1	\$1,600.00			
N 26	WISC	10/21/26	10/27/26	Tue Hour 2	8p-9p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	-T-----				1	\$1,200.00			
N 27	WISC	10/21/26	10/27/26	Thu Hour 2	8p-9p		:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	--T---				1	\$1,600.00			
N 28	WISC	10/21/26	10/27/26	Wisconsin Huddle	6:30 PM-7:00 PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	----F--				1	\$1,200.00			
N 29	WISC	10/21/26	10/27/26	BIG TEN College Football	2:30 PM-6:00 PM		:30			NM	1	\$2,000.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	-----S-				1	\$2,000.00			
N 30	WISC	10/21/26	10/27/26	NFL Today	10:58 AM-12:00 PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	-----S				1	\$1,200.00			
N 31	WISC	10/21/26	10/27/26	NFL Early Game	12:00 PM-3:00 PM		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/21/26	10/27/26	-----S				1	\$4,000.00			
Totals											68	\$42,850.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/28/26 - 10/25/26	43	\$26,250.00	(\$3,937.50)	\$22,312.50
10/26/26 - 10/27/26	25	\$16,600.00	(\$2,490.00)	\$14,110.00
Totals	68	\$42,850.00	(\$6,427.50)	\$36,422.50

Signature: _____ **Date:** _____

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