

CONTRACT



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

<u>Contract / Revision</u> 4392238 /		<u>Alt Order #</u> WOC15676479
<u>Advertiser</u> Accountability Board		<u>Original Date / Revision</u> 04/24/26 / 04/24/26
<u>Contract Dates</u> 04/27/26 - 05/10/26	<u>Estimate #</u> 13446	<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> 9913041	<u>Advertiser Code</u> 1743	<u>Product 1/2</u> 2128
<u>Agency Ref</u> 111490	<u>Advertiser Ref</u> 656285	

And:

Canal Partners Media
25 Witlock Pl, Suite 201
Marietta, GA 30064

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WMTV	04/27/26	05/08/26	The Morning Show @ 6a	6:00 AM-7:00 AM		:30			NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/27/26	05/03/26	MTWTF--				2	\$1,100.00			
	Week:	05/04/26	05/10/26	MTWTF--				2	\$1,100.00			
N 2	WMTV	04/27/26	05/08/26	Today Show	7:00 AM-9:00 AM		:30			NM	4	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/27/26	05/03/26	MTWTF--				2	\$1,100.00			
	Week:	05/04/26	05/10/26	MTWTF--				2	\$1,100.00			
N 3	WMTV	04/27/26	05/08/26	15 News @ 5p	5:10 PM-5:30 PM		:30			NM	6	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/27/26	05/03/26	MTWTF--				3	\$1,250.00			
	Week:	05/04/26	05/10/26	MTWTF--				3	\$1,250.00			
N 4	WMTV	04/27/26	05/08/26	NBC Nightly News	5:30 PM-6:00 PM		:30			NM	4	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/27/26	05/03/26	MTWTF--				2	\$5,000.00			
	Week:	05/04/26	05/10/26	MTWTF--				2	\$5,000.00			
N 5	WMTV	04/27/26	05/08/26	15 News @ 6p	6:10 PM-6:30 PM		:30			NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/27/26	05/03/26	MTWTF--				3	\$1,600.00			
	Week:	05/04/26	05/10/26	MTWTF--				3	\$1,600.00			
N 6	WMTV	04/27/26	05/09/26	Saturday 15 News @ 6p	6:10 PM-6:30 PM		:30			NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/27/26	05/03/26	-----S-				1	\$1,250.00			
	Week:	05/04/26	05/10/26	-----S-				1	\$1,250.00			
N 7	WMTV	04/27/26	05/10/26	Sunday 15 News @ 5p	5:10 PM-5:30 PM		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/27/26	05/03/26	-----S				1	\$1,000.00			
	Week:	05/04/26	05/10/26	-----S				1	\$1,000.00			
Totals											28	\$50,400.00

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

Gray does not discriminate in its advertising contracts, and it will not accept advertising intended to discriminate on the basis of race or ethnicity. Advertiser hereto affirms that nothing in this Agreement is intended to discriminate on the basis of race or ethnicity. All advertising, production services, consulting services, and digital management services sold or offered by Gray Local Media, Inc. ("Gray") are subject to Gray's Standard Terms and Conditions available at <http://advertising.graymedia.com/>.



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<u>Contract Dates</u> 04/27/26 - 05/10/26	<u>Product</u> Issue	<u>Estimate #</u> 13446

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/01/26 -04/30/26	10	\$20,100.00	(\$3,015.00)	\$17,085.00
05/01/26 -05/10/26	18	\$30,300.00	(\$4,545.00)	\$25,755.00
Totals	28	\$50,400.00	(\$7,560.00)	\$42,840.00

Signature: _____ **Date:** _____

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