



WMSN Madison
7847 Big Sky Dr
Madison, WI 53719

Medium Buying LLC
1100 DENNISON AVE
STE 200
Columbus, OH 43201-4419

Contract # 7170941

Schedule Dates 10/21/26-10/27/26
Advertiser WIRACC-Todd Novak WI AD 51-R (157996)
Agency Medium Buying LLC (17115)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 278/321/3664 (2394845)
Salesperson Katz/DC, Washington DC (4022)
Sales Office Katz Washington DC
Buyer Name Tanya,Renicker,
Phone/Fax /
CPE 278/321/3664
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments TV
Separation: 30;PopulationBuyType: CPP

Date Entered 10/13/26
Last Modified 10/20/26
Entered By Tracy Koers
CO-OP No
External # ECR28716413
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,104.50
Net Total \$11,925.50
Sales Tax

Madison (WMSN)

By Broadcast Month	Spots	Rate
Oct. 2026	36	\$13,225.00
Nov. 2026	12	\$805.00
Grand Total:	48	\$14,030.00

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	Revised Line / News (1)	10/21/26-10/27/26	2	:30	6A- 7A (CST)		1	1	1	1	1						Madison (WMSN)	The National News Desk	10/13/26
1.1	Revised Line / News (1)	10/21/26-10/27/26	2	:30	6A- 7A (CST)	6	X	X	X	X	X						Madison (WMSN)	The National News Desk	10/20/26
1.2	Normal Line / News (1)	10/21/26-10/27/26	2	:30	6A- 7A (CST)		1	2	1	1	1			6	\$65.00	\$390.00	Madison (WMSN)	The National News Desk	10/20/26
2.0	Normal Line / News (2)	10/21/26-10/27/26	2	:30	8A- 9A (CST)		1	1	2	2	1			7	\$75.00	\$525.00	Madison (WMSN)	The National News Desk	10/13/26
3.0	Revised Line / News (3)	10/21/26-10/27/26	2	:30	5P- News-The National News Desk 4		1	1	1	1	1						Madison (WMSN)	National News Desk	10/13/26
3.1	Revised Line / News (3)	10/21/26-10/27/26	2	:30	5P- News-The National News Desk 4	6	X	X	X	X	X						Madison (WMSN)	National News Desk	10/20/26
3.2	Normal Line / News (3)	10/21/26-10/27/26	2	:30	5P- News-The National News Desk 4		1	2	1	1	1			6	\$75.00	\$450.00	Madison (WMSN)	National News Desk	10/20/26
4.0	Revised Line / Access (4)	10/21/26-10/26/26	2	:30	6:28P- Big Bang Theory 2		1			1	1						Madison (WMSN)	Big Bang Theory	10/13/26
4.1	Normal Line / Access (4)	10/21/26-10/22/26	2	:30	6:28P- Big Bang Theory 2					1	2			3	\$275.00	\$825.00	Madison (WMSN)	Big Bang Theory	10/20/26
5.0	Revised Line / News (5)	10/21/26-10/27/26	2	:30	9P- News-FOX 47 News At 9		1	1	1	1	1						Madison (WMSN)	Fox 47 News at 9	10/13/26
5.1	Normal Line / News (5)	10/21/26-10/22/26	2	:30	9P- News-FOX 47 News At 9					2	1			3	\$750.00	\$2,250.00	Madison (WMSN)	Fox 47 News at 9	10/20/26

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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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.



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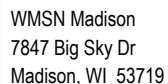
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6.0	Normal Line / Pre-Game (6)	10/24/26-10/24/26	2	:30	8:58:40A- Sports-FOX Big Noon Kickoff	2						X		2	\$85.00	\$170.00	Madison (WMSN)	Big Noon Kickoff	10/13/26
7.0	Normal Line / News (7)	10/24/26-10/24/26	2	:30	10P- News-FOX 47 News At 9 (Saturday)	1						X		1	\$300.00	\$300.00	Madison (WMSN)	Fox News at 9PM	10/13/26
8.0	Normal Line / News (8)	10/25/26-10/25/26	2	:30	7:59A- FOX-FOX News Sunday	1							X	1	\$75.00	\$75.00	Madison (WMSN)	FOX News Sunday	10/13/26
9.0	Normal Line / News (9)	10/25/26-10/25/26	2	:30	9A- News-Full Measure with Sharyl Attkisson	1							X	1	\$40.00	\$40.00	Madison (WMSN)	News: Full Measure	10/13/26
10.0	Normal Line / News (10)	10/25/26-10/25/26	2	:30	9P- News-FOX 47 News At 9 (Sunday)	1							X	1	\$750.00	\$750.00	Madison (WMSN)	Fox News at 9PM	10/13/26
11.0	Normal Line / SPOT (11)	10/25/26-10/25/26	2	:30	11:30P- Big Bang Theory Sunday	1							X	1	\$40.00	\$40.00	Madison (WMSN)	Big Bang Theory	10/13/26
12.0	M/G For 4.0,1,5.0,1,5.0,2,5.0,3 / News (12)	10/23/26-10/23/26	1	:30	10P- News-FOX 47 News At 9						2			2	\$1,250.00	\$2,500.00	Madison (WMSN)	NEWS	10/15/26
13.0	Normal Line / News (13)	10/25/26-10/25/26	3	:30	9A- 9:30A (CST)								1	1	\$25.00	\$25.00	Madison (WMSN)	NEWS	10/15/26
14.0	Normal Line / SPOT (14)	10/22/26-10/27/26	2	:30	9A- 9:30A (CST)		1	1		1	1			4	\$50.00	\$200.00	Madison (WMSN)		10/20/26
15.0	Normal Line / SPOT (15)	10/22/26-10/26/26	2	:30	12:30P- 1P (CST)		1			1	1			3	\$60.00	\$180.00	Madison (WMSN)		10/20/26

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