



WMSN Madison
7847 Big Sky Dr
Madison, WI 53719

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

Contract #**7172530****Schedule Dates**

10/16/26-10/20/26

Advertiser

WIRACC-Todd Novak WI AD 51-R (157996)

Agency

Medium Buying LLC (17115)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

278/321/3794 (2395518)

Salesperson

Katz/DC, Washington DC (4022)

Sales Office

Katz Washington DC

Buyer Name

Tanya,Renicker,

Phone/Fax

/

CPE

278/321/3794

Account Types

National/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

Comments

TV MEREDITH THOMPSON

Date Entered

10/15/26

Last Modified

10/15/26

Entered By

Payton Berg

CO-OP

No

External #

ECR28736737

Demo

A35+R

Order Type

Normal

Package Deal**Commission %**

15.00

Commission

\$744.75

Net Total

\$4,220.25

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

	Spots	Rate
Oct. 2026	11	\$4,965.00
Grand Total:	11	\$4,965.00

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 / News (1)	10/19/26-10/20/26	2	:30	8A- 9A (CST)	1	X	X						1	\$75.00	\$75.00	Madison (WMSN)	The National News Desk	10/15/26
2.0	Normal Line / SPOT (2)	10/16/26-10/20/26	2	:30	12:30P- 1P (CST)		1	1			1			3	\$60.00	\$180.00	Madison (WMSN)	Family Feud	10/15/26
3.0	Normal Line / Prime (3)	10/19/26-10/19/26	2	:30	7P- 8P (CST)	1	X							1	\$450.00	\$450.00	Madison (WMSN)	Celebrity Name That Tune	10/15/26
4.0	Normal Line / Prime (4)	10/20/26-10/20/26	2	:30	7P- 8P (CST)	1		X						1	\$350.00	\$350.00	Madison (WMSN)	Best Medicine	10/15/26
5.0	Normal Line / Pre-Game (5)	10/17/26-10/17/26	2	:30	9A- Sports-FOX Big Noon Kickoff	1						X		1	\$85.00	\$85.00	Madison (WMSN)	Big Noon Kickoff	10/15/26
6.0	Normal Line / Football (6)	10/17/26-10/17/26	2	:30	10:58A- Sports-FOX College Football Early	1						X		1	\$350.00	\$350.00	Madison (WMSN)	College Football Non WI	10/15/26
7.0	Normal Line / News (7)	10/17/26-10/17/26	2	:30	9P- 9:30P (CST)	1						X		1	\$325.00	\$325.00	Madison (WMSN)	Fox News at 9PM	10/15/26
8.0	Normal Line / Pre-Game (8)	10/18/26-10/18/26	2	:30	10:58A- Sports-FOX NFL Sunday	1							X	1	\$650.00	\$650.00	Madison (WMSN)	FOX NFL Sunday Pre-Game non Packers	10/15/26
9.0	Normal Line / Football (9)	10/18/26-10/18/26	2	:30	11:58A- Sports-FOX NFL Early Game	1							X	1	\$2,500.00	\$2,500.00	Madison (WMSN)	NFL Sunday Early Game Non Packers	10/15/26

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.