CONTRACT

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

Contract / Revision	Alt Order #
4599607 /	WOC15935817

Advertiser	Original Date / Revision
Cooke for Congress/DCCC	10/16/26 / 10/16/26

Contract Dates	Estimate #	Ext. Opp. ID
10/19/26 - 11/01/26	**10424**	

Product
Cooke for Congress/DCCC

And:

AL Media Strategy
222 W Ontario St, Suite 600
Chicago, IL 60654

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Calendar	Cash
Property	**Account Executive**	**Sales Office**
WMTV	Don Vesely	Madison Nationa

Special Handling

Demographic
Adults 35+

	Order Type	
	NORMAL	
Agy Code	**Advertiser Code**	**Product 1/2**
	349	429

Agency Ref	Advertiser Ref
140215	637921

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WMTV	10/19/26	10/24/26	Sa Today	6:58 AM-9:00 AM		:30			NM	1	$600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/19/26	10/25/26	-----S-	1	$600.00							
N 2	WMTV	10/19/26	10/25/26	The Morning Show Su @ 7a	7:00 AM-8:00 AM		:30			NM	1	$600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/19/26	10/25/26	------S	1	$600.00							
N 3	WMTV	10/26/26	10/26/26	Monday Prime Hr 3	9:00 PM-10:00 PM		:30			NM	1	$1,250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/26/26	11/01/26	M------	1	$1,250.00							
N 4	WMTV	10/19/26	10/21/26	Wednesday Prime Hr 1	7:00 PM-8:00 PM		:30			NM	1	$2,250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/19/26	10/25/26	--W---	1	$2,250.00							
N 5	WMTV	10/19/26	10/22/26	Thursday Prime Hr 2	8:00 PM-9:00 PM		:30			NM	1	$1,125.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/19/26	10/25/26	---T---	1	$1,125.00							
N 6	WMTV	10/19/26	10/24/26	Saturday 15 News @ 10p	10:10 PM-10:30 PM		:30			NM	1	$800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/19/26	10/25/26	-----S-	1	$800.00							
N 7	WMTV	10/19/26	10/25/26	Late Run 15 News @ 10p	10:30 PM-11:00 PM		:30			NM	1	$800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/19/26	10/25/26	------S	1	$800.00							
N 8	WMTV	10/26/26	10/26/26	The Morning Show @ 6a	6:00 AM-7:00 AM		:30			NM	1	$900.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/26/26	11/01/26	M------	1	$900.00							
N 9	WMTV	10/19/26	10/23/26	The Morning Show @ 6a	6:00 AM-7:00 AM		:30			NM	2	$1,800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/19/26	10/25/26	-TWTF--	2	$900.00							
N 10	WMTV	10/26/26	10/26/26	15 News @ 11a	11:10 AM-11:30 AM		:30			NM	1	$250.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/26/26	11/01/26	M------	1	$250.00							
N 11	WMTV	10/19/26	10/23/26	15 News @ 11a	11:10 AM-11:30 AM		:30			NM	3	$750.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	10/19/26	10/25/26	-TWTF--	3	$250.00							

(* 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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10/19/26 - 11/01/26	Cooke for Congress/DC(	**10424**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 12	WMTV	10/26/26	10/26/26	Jeopardy M-F	4:28 PM-5:00 PM		:30			NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/26/26	11/01/26	M------	1	$500.00						
N 13	WMTV	10/19/26	10/23/26	Jeopardy M-F	4:28 PM-5:00 PM		:30			NM	3	$1,500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/19/26	10/25/26	-TWTF--	3	$500.00						
N 14	WMTV	10/26/26	10/26/26	15 News @ 5p	5:10 PM-5:30 PM		:30			NM	1	$1,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/26/26	11/01/26	M------	1	$1,000.00						
N 15	WMTV	10/19/26	10/23/26	15 News @ 5p	5:10 PM-5:30 PM		:30			NM	4	$4,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/19/26	10/25/26	-TWTF--	4	$1,000.00						
N 16	WMTV	10/19/26	10/23/26	15 News @ 6p	6:10 PM-6:30 PM		:30			NM	2	$3,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/19/26	10/25/26	-TWTF--	2	$1,500.00						
N 17	WMTV	10/26/26	10/26/26	Wheel of Fortune M-F	6:30 PM-7:00 PM		:30			NM	1	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/26/26	11/01/26	M------	1	$2,000.00						
N 18	WMTV	10/19/26	10/23/26	Wheel of Fortune M-F	6:30 PM-7:00 PM		:30			NM	2	$4,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/19/26	10/25/26	-TWTF--	2	$2,000.00						
N 19	WMTV	10/26/26	10/26/26	M-F 15 News @ 10p	10:10 PM-10:35 PM		:30			NM	1	$800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/26/26	11/01/26	M------	1	$800.00						
N 20	WMTV	10/19/26	10/23/26	M-F 15 News @ 10p	10:10 PM-10:35 PM		:30			NM	2	$1,600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/19/26	10/25/26	-TWTF--	2	$800.00						
N 21	WMTV	10/26/26	10/26/26	The Tonight Show	10:35 PM-11:37 PM		:30			NM	1	$350.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/26/26	11/01/26	M------	1	$350.00						
N 22	WMTV	10/19/26	10/23/26	The Tonight Show	10:35 PM-11:37 PM		:30			NM	3	$1,050.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week:	10/19/26	10/25/26	-TWTF--	3	$350.00						
						Totals					35	$30,925.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/26 -10/26/26	35	$30,925.00	($4,638.75)	$26,286.25
Totals	35	$30,925.00	($4,638.75)	$26,286.25

Signature: _____ **Date:** _____

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