



125 West 55th St
New York, NY 10019

Contract # 28738378	Changes as of: 10/20/2026 at 6:09 AM	Version: Highlighting Revision 1
CPE: 711/964/10220	Flight: 10/21/26 - 10/27/26	Station: WMSN
Agency: FLEXPOINT CAMPAIGNS 212 S Henry St 2nd Floor Alexandria, VA 22314	Advertiser: BRYAN STEIL FOR WI-CD 01	Market: Madison
Product: WI-01	Office: WASHINGTON	Total Spots: 70
Agency Order #: 15182214	Service: Nielsen	Total CPP: \$0.00
Buyer: McCrady, Kevin	Primary Demo: Adults 35+	Total GRP:
Salesperson: MEREDITH THOMPSON 212-408-3622	Assistant: MEREDITH THOMPSON 212-408-3622	
Separation:		
Comments: Separation: 30;PopulationBuyType: CPP		

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/21 - 10/27							Total Spots	Total \$	CPP*	GRP*
							10/21	10/22	10/23	10/24	10/25	10/26	10/27				
1	W-F,M-Tu 5:30a-6a		AG Day	\$35.00	0	30	0	0	0	0	0	1	1	2	\$70.00	\$0.00	0.0
Index: 172																	
2	W-F,M-Tu 6a-7a		The National News Desk	\$65.00	0	30	1	1	1	0	0	1	1	5	\$325.00	\$0.00	0.0
Index: 260																	
REV+ 3	W-F,M-Tu 11a-12n		Maury Povich	\$50.00	0	30	1	1	2	1	2	0	0	7	\$350.00	\$0.00	0.0
Index: 76																	
4	W-F,M-Tu 12n-12:30p		Family Feud	\$60.00	0	30	1	0	0	0	0	0	0	1	\$60.00	\$0.00	0.0
Index: 88																	
5	W-F,M-Tu 12:30p-1p		Family Feud	\$60.00	0	30	1	1	1	0	0	1	1	5	\$300.00	\$0.00	0.0
Index: 98																	
6	W-F,M-Tu 1p-1:30p		The Perfect Line	\$60.00	0	30	1	1	1	0	0	1	1	5	\$300.00	\$0.00	0.0
Index: 104																	
7	W-F,M-Tu 3p-4p		People's Court	\$50.00	0	30	2	2	2	0	0	2	2	10	\$500.00	\$0.00	0.0
Index: 89																	
8	W-F,M-Tu 4p-4:30p		Judge Judy	\$90.00	0	30	1	1	1	0	0	1	1	5	\$450.00	\$0.00	0.0
Index: 84																	
9	W-F,M-Tu 4:30p-5p		Judge Judy	\$75.00	0	30	1	1	1	0	0	0	0	3	\$225.00	\$0.00	0.0
Index: 82																	
10	W-F,M-Tu 5p-5:30p		National News Desk	\$75.00	0	30	1	1	1	0	0	1	1	5	\$375.00	\$0.00	0.0
Index: 223																	
11	W,F,M-Tu 5:30p-6p		Family Feud	\$60.00	0	30	1	0	1	0	0	1	1	4	\$240.00	\$0.00	0.0
Index: 83																	
12	W-F,M-Tu 9p-9:30p		Fox 47 News at 9	\$750.00	0	30	0	0	1	0	0	0	0	1	\$750.00	\$0.00	0.0
Index: 87																	



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212 S Henry St 2nd Floor		Product: WI-01		Office: WASHINGTON	
Alexandria, VA 22314		Agency Order #: 15182214		Service: Nielsen	
		Buyer: McCrady, Kevin		Primary Demo: Adults 35+	
		Salesperson: MEREDITH THOMPSON 212-408-3622		Assistant: MEREDITH THOMPSON 212-408-3622	
		Separation:			
				Con Type: POLITICAL/VOTE	
				Total \$: \$8,665.00	
				Total Spots: 70	
				Total CPP: \$0.00	
				Total GRP:	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/21 - 10/27							Total Spots	Total \$	CPP*	GRP*
							10/21	10/22	10/23	10/24	10/25	10/26	10/27				
13	W-F,M-Tu 9:30p-10p		Fox 47 News at 9	\$750.00	0	30	0	1	0	0	0	0	1	2	\$1,500.00	\$0.00	0.0
Index: 94																	
14	W-F,M-Tu 10p-10:30p		The National News Desk	\$100.00	0	30	1	1	1	0	0	0	0	3	\$300.00	\$0.00	0.0
Index: 118																	
REV 15	W 5:30p-6p		Inside the Huddle	\$60.00	0	30	0	1	1	0	0	0	0	1	\$60.00	\$0.00	0.0
Index: 83 Changes: Day/Time from Th 5:30p-6p to W 5:30p-6p																	
REV- 16	F 7p-10:30p		Coll Football on Fox	\$300.00	0	30	0	0	2	0	0	0	0	0	\$0.00	\$0.00	0.0
Index: 99																	
17	Sa 9a-11a		Big Noon Kickoff	\$85.00	0	30	0	0	0	1	0	0	0	1	\$85.00	\$0.00	0.0
Index: 181																	
18	Sa 11:30a-3p		College Football Non WI	\$350.00	0	30	0	0	0	2	0	0	0	2	\$700.00	\$0.00	0.0
Index: 122																	
REV- 19	Sa 6p-9:30p		FOX College Football Friday - non WI Badgers	\$300.00	0	30	0	0	0	2	0	0	0	0	\$0.00	\$0.00	0.0
Index: 89																	
20	Sa 9p-9:30p		Fox News at 9PM	\$325.00	0	30	0	0	0	1	0	0	0	1	\$325.00	\$0.00	0.0
Index: 100																	
21	Sa 9:30p-10p		Fox News at 9PM	\$325.00	0	30	0	0	0	1	0	0	0	1	\$325.00	\$0.00	0.0
Index: 102																	
22	Sa 10p-11p		Prime Encores	\$50.00	0	30	0	0	0	1	0	0	0	1	\$50.00	\$0.00	0.0
Index: 81																	
23	Su 8a-9a		FOX News Sunday	\$75.00	0	30	0	0	0	0	1	0	0	1	\$75.00	\$0.00	0.0
Index: 77																	
24	Su 9a-9:30a		News: Full Measure	\$50.00	0	30	0	0	0	0	1	0	0	1	\$50.00	\$0.00	0.0
Index: 80																	
25	Su 10a-11a		FOX NFL Kickoff	\$150.00	0	30	0	0	0	0	1	0	0	1	\$150.00	\$0.00	0.0
Index: 278																	



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							10/21	10/22	10/23	10/24	10/25	10/26	10/27				
REV+ 26	F-Sa 6:30p-7p		Brewers WS Pregame	\$750.00	0.0	30	0 ▯ 0	0 ▯ 0	0 ▯ 1	0 ▯ 0	0 ▯ 0	0 ▯ 0	0 ▯ 0	1	\$750.00	\$0.00	0.0
REV+ 27	Sa 2:30p-6p		Coll FB	\$350.00	0.0	30	0 ▯ 0	0 ▯ 0	0 ▯ 0	0 ▯ 1	0 ▯ 0	0 ▯ 0	0 ▯ 0	1	\$350.00	\$0.00	0.0
TOTALS:							13	12	14	7	3	10	11	70	\$8,665.00	\$0.00	0.0



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		Con Type: POLITICAL/VOTE
		Total \$: \$8,665.00
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		Total CPP: \$0.00
		Total GRP:

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/20/26 6:09 AM	MEREDITH THOMPSON	Separation: 30;PopulationBuyType: CPP
10/20/26 6:09 AM	MEREDITH THOMPSON	Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$8,665
WMSN Share:	100%
Comment:	
	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	70	\$8,665.00	N/A	0.0
Total	100%	70	\$8,665.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2026-Oct	49	\$6,725.00
2026-Nov	21	\$1,940.00
Total	70	\$8,665.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	10/20/26 7:39 AM					\$0	\$0	
Revision	10/20/26 6:09 AM	MEREDITH THOMPSON	Revised			\$0	\$8,665.00	Changes: Demo Meta to [R16]. 6 buylines added or modified.
New	10/20/26 6:04 AM	MEREDITH THOMPSON	New	70		\$8,665.00	\$8,665.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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