

CONTRACT



Television Wisconsin Inc
7025 Raymond Road
Madison, WI 53719
(608) 271-4321

www.channel3000.com

And:

Great American Media
3050 K St NW, Ste #100
Washington, DC 20007

<u>Contract / Revision</u> 28713243 /		<u>Alt Order #</u> 28713243
<u>Advertiser</u> Jacobson, Jenna/D/ WI Senate		<u>Original Date / Revision</u> 08/27/26 / 08/28/26
<u>Contract Dates</u> 10/27/26 - 11/03/26	<u>Estimate #</u> 16164	<u>Ext. Opp. ID</u>
<u>Product</u> Candidate		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WISC	<u>Account Executive</u> AE Katz Washington	<u>Sales Office</u> Katz Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agy Code</u> 9913721	<u>Advertiser Code</u> 934	<u>Product 1/2</u> 982
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WISC	10/27/26	11/02/26	News 3 Now This Morning	5:00 AM-6:00 AM		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/26	11/02/26	MTWTF--				4	\$100.00			
N 2	WISC	10/27/26	11/02/26	News 3 Now This Morning	6:00 AM-6:30 AM		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/26	11/02/26	MTWTF--				4	\$300.00			
N 3	WISC	10/27/26	11/02/26	News 3 Now This Morning	6:30 AM-7:00 AM		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/26	11/02/26	MTWTF--				4	\$300.00			
N 4	WISC	10/27/26	11/02/26	CBS Mornings	7:00 AM-8:00 AM		:30			NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/26	11/02/26	MTWTF--				8	\$300.00			
N 5	WISC	10/27/26	11/02/26	CBS Mornings	8:00 AM-9:00 AM		:30			NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/26	11/02/26	MTWTF--				8	\$200.00			
N 6	WISC	10/31/26	10/31/26	Weekend Mornings Sa	5:30 AM-6:00 AM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S-				1	\$50.00			
N 7	WISC	10/31/26	10/31/26	CBS Saturday Morning	6:00 AM-8:00 AM		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S-				1	\$100.00			
N 8	WISC	10/31/26	10/31/26	Weekend Mornings Sa	8:00 AM-8:30 AM		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S-				1	\$150.00			
N 9	WISC	10/31/26	10/31/26	Weekend Mornings Sa	8:30 AM-9:00 AM		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S-				1	\$150.00			
N 10	WISC	11/01/26	11/01/26	Weekend Mornings Sun	6:30 AM-7:00 AM		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S				1	\$100.00			
N 11	WISC	11/01/26	11/01/26	Weekend Mornings Sun	7:00 AM-7:30 AM		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S				1	\$100.00			
N 12	WISC	11/01/26	11/01/26	Weekend Mornings Sun	7:30 AM-8:00 AM		:30			NM	1	\$100.00

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

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<u>Contract / Revision</u> 28713243 /		<u>Alt Order #</u> 28713243
<u>Advertiser</u> Jacobson, Jenna/D/ WI Senate		<u>Original Date / Revision</u> 08/27/26 / 08/28/26
<u>Contract Dates</u> 10/27/26 - 11/03/26	<u>Product</u> Candidate	<u>Estimate #</u> 16164

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S				1	\$100.00			
N 13	WISC	11/01/26	11/01/26	CBS Sunday Morning	8:00 AM-9:30 AM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S				1	\$600.00			
N 14	WISC	10/27/26	11/02/26	News 3 Now at 9	9:00 AM-10:00 AM		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/26	11/02/26	MTWTF--				4	\$100.00			
N 15	WISC	10/27/26	11/02/26	The Price is Right	10:00 AM-11:00 AM		:30			NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/26	11/02/26	MTWTF--				8	\$300.00			
N 16	WISC	10/27/26	11/02/26	Young/Restless	11:00 AM-12:00 PM		:30			NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/26	11/02/26	MTWTF--				8	\$300.00			
N 17	WISC	10/27/26	11/02/26	News 3 Now at Noon	12:00 PM-12:30 PM		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/26	11/02/26	MTWTF--				4	\$500.00			
N 18	WISC	10/27/26	11/02/26	Bold/Beautiful	12:30 PM-1:00 PM		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/26	11/02/26	MTWTF--				4	\$500.00			
N 19	WISC	10/27/26	11/02/26	Let's Make a Deal	2:00 PM-3:00 PM		:30			NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/26	11/02/26	MTWTF--				8	\$300.00			
N 20	WISC	11/01/26	11/01/26	Face the Nation	9:30 AM-10:30 AM		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S				1	\$400.00			
N 21	WISC	10/27/26	11/02/26	Dateline	3:00 PM-4:00 PM		:30			NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/26	11/02/26	MTWTF--				4	\$50.00			
N 22	WISC	10/27/26	11/02/26	News 3 Now at Four	4:00 PM-4:30 PM		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/26	11/02/26	MTWTF--				4	\$150.00			
N 23	WISC	10/27/26	11/02/26	News 3 Now at Four	4:30 PM-5:00 PM		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/26	11/02/26	MTWTF--				4	\$250.00			
N 24	WISC	10/27/26	11/02/26	News 3 Now at Five	5:00 PM-5:30 PM		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/26	11/02/26	MTWTF--				5	\$350.00			
N 25	WISC	10/27/26	11/02/26	M-F CBS Evening News	5:30 PM-6:00 PM		:30			NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/26	11/02/26	M-W-F--				5	\$700.00			
N 26	WISC	10/27/26	11/02/26	News 3 Now at Six	6:00 PM-6:30 PM		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/26	11/02/26	MTWTF--				5	\$400.00			
N 27	WISC	10/31/26	10/31/26	News 3 Now at Six Sat	6:00 PM-6:30 PM		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S-				1	\$150.00			
N 28	WISC	11/01/26	11/01/26	News 3 Now at 5:30pm Su	5:30 PM-6:00 PM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S				1	\$300.00			

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<u>Contract Dates</u> 10/27/26 - 11/03/26	<u>Product</u> Candidate	<u>Estimate #</u> 16164

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	10/26/26-11/01/26	News 3 Now at 5:30pm Su	5:30 PM-6:00 PM	-----Su	:30		~~\$300.00~~	NM		
	See MG 28.2											
	2	WISC	10/26/26-11/01/26	News 3 Now This Morning	6:30 AM-7:00 AM	MTuWThF----	:30		\$300.00	NM		
	Ⓜ MG for 28.1 11/01											
N 29	WISC	10/27/26	11/02/26	Entertainment Tonight	6:30 PM-7:00 PM		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/27/26	11/02/26	MTWT---				5	\$350.00			
N 30	WISC	10/27/26	11/02/26	M-F Late News	10:00 PM-10:35 PM		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/27/26	11/02/26	MTWTF--				5	\$300.00			
N 31	WISC	10/31/26	10/31/26	News 3 Now at Ten Sat	10:00 PM-10:35 PM		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/26/26	11/01/26	-----S-				1	\$250.00			
N 32	WISC	11/01/26	11/01/26	News 3 Now at Ten Sun	10:00 PM-10:35 PM		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/26/26	11/01/26	-----S				1	\$250.00			
N 33	WISC	10/27/26	11/02/26	Comics Unleashed	10:35 PM-11:37 PM		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/27/26	11/02/26	MTWTF--				5	\$200.00			
N 34	WISC	10/31/26	10/31/26	Sa 1035p-1105p	10:35 PM-11:05 PM		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/26/26	11/01/26	-----S-				1	\$100.00			
N 35	WISC	11/02/26	11/02/26	Mon Hour 1	7:00 PM-8:00 PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/02/26	11/08/26	M-----				1	\$600.00			
N 36	WISC	11/02/26	11/02/26	Mon Hour 2	8:00 PM-9:00 PM		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/02/26	11/08/26	M-----				1	\$800.00			
N 37	WISC	11/02/26	11/02/26	Mon Hour 3	9:00 PM-10:00 PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/02/26	11/08/26	M-----				1	\$600.00			
N 38	WISC	10/27/26	10/27/26	Tue Hour 1	7:00 PM-8:00 PM		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/26/26	11/01/26	-T-----				1	\$800.00			
N 39	WISC	10/27/26	10/27/26	Tue Hour 2	8:00 PM-9:00 PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/26/26	11/01/26	-T-----				1	\$600.00			
N 40	WISC	10/28/26	10/28/26	Wed 7p-830p	7:00 PM-8:30 PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/26/26	11/01/26	--W----				1	\$1,200.00			
N 41	WISC	10/28/26	10/28/26	Wed 830p-10p	8:30 PM-10:00 PM		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/26/26	11/01/26	--W----				1	\$800.00			
N 42	WISC	10/31/26	10/31/26	Sat Hour 2	8:00 PM-9:00 PM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/26/26	11/01/26	-----S-				1	\$300.00			
N 43	WISC	10/31/26	10/31/26	Sat Hour 3	9:00 PM-10:00 PM		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/26/26	11/01/26	-----S-				1	\$400.00			

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<u>Advertiser</u> Jacobson, Jenna/D/ WI Senate		<u>Original Date / Revision</u> 08/27/26 / 08/28/26
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 44	WISC	11/01/26	11/01/26	Sun Hour 1	6:00 PM-7:00 PM		:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S				1	\$1,600.00			
N 45	WISC	11/01/26	11/01/26	Sun Hour 2	7:00 PM-8:00 PM		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S				1	\$1,000.00			
N 46	WISC	11/01/26	11/01/26	Sun Hour 3	8:00 PM-9:00 PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S				1	\$600.00			
N 47	WISC	11/01/26	11/01/26	Sun Hour 4	9:00 PM-10:00 PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S				1	\$600.00			
N 48	WISC	10/31/26	10/31/26	BIG TEN College Football	11:00 AM-6:00 PM		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S-				1	\$1,000.00			
N 49	WISC	10/31/26	10/31/26	Wisconsin Football	11:00 AM-6:00 PM		:30			NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S-				2	\$6,000.00			
N 50	WISC	10/31/26	10/31/26	BIG TEN College Football	6:30 PM-10:00 PM		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S-				1	\$1,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	10/26/26-11/01/26	BIG TEN College Football	6:30 PM-10:00 PM	-----Sa--	:30		~~\$1,000.00~~	NM		
			See MG 50.2									
	2	WISC	10/26/26-11/01/26	BIG TEN College Football	2:30 PM-6:00 PM	-----Sa--	:30		\$1,000.00	NM		
			Ⓜ MG for 50.1 10/31									
N 51	WISC	11/01/26	11/01/26	NFL Today	11:00 AM-12:00 PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S				1	\$600.00			
N 52	WISC	11/01/26	11/01/26	NFL - Opposed	12:00 PM-6:30 PM		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S				2	\$1,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WISC	10/26/26-11/01/26	NFL - Opposed	12:00 PM-6:30 PM	-----Su	:30		~~\$1,000.00~~	NM		
			See MG 52.3									
	2	WISC	10/26/26-11/01/26	NFL - Opposed	12:00 PM-6:30 PM	-----Su	:30		~~\$1,000.00~~	NM		
			See MG 52.3									
	3	WISC	10/26/26-11/01/26	NFL Late Game	12:00 PM-6:30 PM	-----Su	:30		\$2,000.00	NM		
			Ⓜ MG for 52.1,52.2									
N 53	WISC	11/01/26	11/01/26	NFL - Unopposed	12:00 PM-6:30 PM		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/26/26	11/01/26	-----S				2	\$2,000.00			
N 54	WISC	11/03/26	11/03/26	News 3 Now This Morning	5:00 AM-6:00 AM		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/26	11/08/26	-T-----				1	\$100.00			
N 55	WISC	11/03/26	11/03/26	News 3 Now This Morning	6:00 AM-6:30 AM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/26	11/08/26	-T-----				1	\$300.00			
N 56	WISC	11/03/26	11/03/26	News 3 Now This Morning	6:30 AM-7:00 AM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/26	11/08/26	-T-----				1	\$300.00			
N 57	WISC	11/03/26	11/03/26	CBS Mornings	7:00 AM-8:00 AM		:30			NM	2	\$600.00

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

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Television Wisconsin Inc
7025 Raymond Road
Madison, WI 53719
(608) 271-4321

www.channel3000.com

<u>Contract / Revision</u> 28713243 /		<u>Alt Order #</u> 28713243
<u>Advertiser</u> Jacobson, Jenna/D/ WI Senate		<u>Original Date / Revision</u> 08/27/26 / 08/28/26
<u>Contract Dates</u> 10/27/26 - 11/03/26	<u>Product</u> Candidate	<u>Estimate #</u> 16164

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/26	11/08/26	-T-----				2	\$300.00			
N 58	WISC	11/03/26	11/03/26	CBS Mornings	8:00 AM-9:00 AM		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/26	11/08/26	-T-----				2	\$200.00			
N 59	WISC	11/03/26	11/03/26	News 3 Now at 9	9:00 AM-10:00 AM		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/26	11/08/26	-T-----				1	\$100.00			
N 60	WISC	11/03/26	11/03/26	The Price is Right	10:00 AM-11:00 AM		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/26	11/08/26	-T-----				2	\$300.00			
N 61	WISC	11/03/26	11/03/26	Young/Restless	11:00 AM-12:00 PM		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/26	11/08/26	-T-----				2	\$300.00			
N 62	WISC	11/03/26	11/03/26	News 3 Now at Noon	12:00 PM-12:30 PM		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/26	11/08/26	-T-----				1	\$500.00			
N 63	WISC	11/03/26	11/03/26	Bold/Beautiful	12:30 PM-1:00 PM		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/26	11/08/26	-T-----				1	\$500.00			
N 64	WISC	11/03/26	11/03/26	Let's Make a Deal	2:00 PM-3:00 PM		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/26	11/08/26	-T-----				2	\$300.00			
N 65	WISC	11/03/26	11/03/26	Dateline	3:00 PM-4:00 PM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/26	11/08/26	-T-----				1	\$50.00			
N 66	WISC	11/03/26	11/03/26	News 3 Now at Four	4:00 PM-4:30 PM		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/26	11/08/26	-T-----				1	\$150.00			
N 67	WISC	11/03/26	11/03/26	News 3 Now at Four	4:30 PM-5:00 PM		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/26	11/08/26	-T-----				1	\$250.00			
Totals											160	\$70,050.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/26/26 - 11/03/26	160	\$70,050.00	(\$10,507.50)	\$59,542.50
Totals	160	\$70,050.00	(\$10,507.50)	\$59,542.50

Signature: _____ **Date:** _____

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