

CONTRACT



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

<u>Contract / Revision</u> 3887219 /		<u>Alt Order #</u> WOC15053530
<u>Advertiser</u> Building America's Future		<u>Original Date / Revision</u> 02/17/25 / 02/17/25
<u>Contract Dates</u> 02/20/25 - 03/05/25	<u>Estimate #</u> 41	
<u>Product</u> BAF		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WMTV	<u>Account Executive</u> Don Vesely	<u>Sales Office</u> Madison Nationa
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 634.00
<u>Agcy Code</u> 9923840	<u>Advertiser Code</u> 6	<u>Product 1/2</u> 28
<u>Agency Ref</u> 204816	<u>Advertiser Ref</u> 540357	

And:

M2 Placement
10065 E Harvard Ave
Ste 400
Denver, CO 80231

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WMTV	02/20/25	03/05/25	15 News @ 5p	5:10 PM-5:30 PM		:30				NM	10	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	02/20/25	02/26/25	MTWTF--				5	\$1,250.00	10.20			
	Week:	02/27/25	03/05/25	MTWTF--				5	\$1,250.00	10.20			
N 2	WMTV	02/20/25	03/05/25	The Morning Show @ 6a	5:59 AM-7:00 AM		:30				NM	10	\$10,000.00
	Week:	02/20/25	02/26/25	MTWTF--				5	\$1,000.00	6.20			
	Week:	02/27/25	03/05/25	MTWTF--				5	\$1,000.00	6.20			
N 3	WMTV	02/20/25	03/05/25	M-F 15 News @ 10p	10:10 PM-10:35 PM		:30				NM	10	\$16,000.00
	Week:	02/20/25	02/26/25	MTWTF--				5	\$1,600.00	6.70			
	Week:	02/27/25	03/05/25	MTWTF--				5	\$1,600.00	6.70			
N 4	WMTV	02/20/25	03/05/25	NBC Nightly News	5:30 PM-6:00 PM		:30				NM	10	\$50,000.00
	Week:	02/20/25	02/26/25	MTWTF--				5	\$5,000.00	11.70			
	Week:	02/27/25	03/05/25	MTWTF--				5	\$5,000.00	11.70			
N 5	WMTV	02/20/25	03/05/25	15 News @ 6p	6:10 PM-6:30 PM		:30				NM	10	\$16,000.00
	Week:	02/20/25	02/26/25	MTWTF--				5	\$1,600.00	11.70			
	Week:	02/27/25	03/05/25	MTWTF--				5	\$1,600.00	11.70			
N 6	WMTV	02/20/25	03/05/25	Today Show	7:00 AM-9:00 AM		:30				NM	10	\$10,000.00
	Week:	02/20/25	02/26/25	MTWTF--				5	\$1,000.00	6.30			
	Week:	02/27/25	03/05/25	MTWTF--				5	\$1,000.00	6.30			
N 7	WMTV	02/20/25	03/01/25	Saturday 15 News @ 10p	10:10 PM-10:35 PM		:30				NM	2	\$3,200.00
	Week:	02/20/25	02/26/25	-----S-				1	\$1,600.00	8.20			
	Week:	02/27/25	03/05/25	-----S-				1	\$1,600.00	8.20			
N 8	WMTV	02/20/25	03/02/25	The Morning Show Su @ 7a	7:00 AM-8:00 AM		:30				NM	2	\$1,400.00
	Week:	02/20/25	02/26/25	-----S				1	\$700.00	6.10			
	Week:	02/27/25	03/05/25	-----S				1	\$700.00	6.10			
N 9	WMTV	02/20/25	03/02/25	Sunday 15 News @ 5p	5:10 PM-5:30 PM		:30				NM	2	\$3,000.00

(* 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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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		02/20/25	02/26/25	-----S				1	\$1,500.00	9.40				
Week:		02/27/25	03/05/25	-----S				1	\$1,500.00	9.40				
N 10	WMTV	02/20/25	03/01/25	Sa Today	7:00 AM-9:00 AM		:30				NM	2	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		02/20/25	02/26/25	-----S-				1	\$600.00	6.10				
Week:		02/27/25	03/05/25	-----S-				1	\$600.00	6.10				
N 11	WMTV	02/20/25	03/02/25	NBC Nightly News Su	5:30 PM-6:00 PM		:30				NM	2	\$10,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		02/20/25	02/26/25	-----S				1	\$5,000.00	10.70				
Week:		02/27/25	03/05/25	-----S				1	\$5,000.00	10.70				
N 12	WMTV	02/20/25	03/01/25	Saturday 15 News @ 6p	6:10 PM-6:30 PM		:30				NM	2	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		02/20/25	02/26/25	-----S-				1	\$1,200.00	12.50				
Week:		02/27/25	03/05/25	-----S-				1	\$1,200.00	12.50				
Totals												634.00	72	\$135,700.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
01/27/25 -02/23/25	18	\$33,500.00	(\$5,025.00)	\$28,475.00
02/24/25 -03/05/25	54	\$102,200.00	(\$15,330.00)	\$86,870.00
Totals	72	\$135,700.00	(\$20,355.00)	\$115,345.00

Signature: _____ **Date:** _____

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