



**WLAX**  
**5000 Riverside Dr**  
**Building 5 Suite 200**  
**Aaron Sinuefield**  
**Irving, TX 75039**  
**(608) 781-0025**

# CONTRACT

<u>Contract / Revision</u> 2492100 /		<u>Alt Order #</u> 26802271
<u>Advertiser</u> <b>POL/Priorities USA Action PAC</b>		<u>Original Date / Revision</u> 04/27/20 / 04/27/20
<u>Contract Dates</u> <b>04/28/20 - 05/04/20</b>	<u>Estimate #</u> <b>8258</b>	
<u>Product</u> <b>TV</b>		
<u>Billing Cycle</u> EOM	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> <b>WLAX</b>	<u>Account Executive</u> Millennium Washingto	<u>Sales Office</u> Millennium/Was
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u> 9920316	<u>Advertiser Code</u> 750	<u>Product 1/2</u> 760
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Targeted Platform Media**  
**650 Massachusetts Avenue Northwest**  
**Washington, DC 20001**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	All	04/28/20	05/04/20	M-F 430-5p	M-F 430-5p		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/28/20	05/04/20	MTWTF--	1			\$325.00				
N 2	All	04/28/20	05/04/20	M-F 5-530p	M-F 5-530p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/28/20	05/04/20	MTWTF--	1			\$125.00				
N 3	All	04/28/20	05/04/20	M-F 630-7p	M-F 630-7p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/28/20	05/04/20	MTWTF--	1			\$900.00				
N 4	All	04/28/20	05/04/20	M-F 530-6p	M-F 530-6p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/28/20	05/04/20	MTWTF--	1			\$125.00				
N 5	All	04/28/20	05/04/20	M-F 3-330p	M-F 3-330p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/28/20	05/04/20	MTWTF--	1			\$125.00				
N 6	All	04/28/20	05/04/20	M-F 330-4p	M-F 330-4p		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/28/20	05/04/20	MTWTF--	1			\$125.00				
<b>Totals</b>											<b>6</b>	<b>\$1,725.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/27/20 -05/31/20	6	\$1,725.00	(\$258.75)	\$1,466.25
<b>Totals</b>	<b>6</b>	<b>\$1,725.00</b>	<b>(\$258.75)</b>	<b>\$1,466.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Nexstar Media Group does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on Nexstar Media Group stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>  WLAX/WEUX La Crosse, WI	<b>Date:</b>  2020
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I, Authorized Targeted Platform Media Buyer

do hereby request station time concerning the following issue:

Priorities USA Action (PUSAA) regarding the November 2020 Presidential election.
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
As Ordered	As Ordered	As Ordered	As Ordered	As Ordered	As Ordered

This broadcast time will be used by: Priorities USA Action

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☒ **Yes** ☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

November 2020 Presidential Election

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Priorities USA Action (PUSAA) 1030 15th st NW, Suite 950 West, Washington D.C.  
20005

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Guy Cecil - Chairman, Patrick McHugh - Executive Director, Greg Speed - Treasurer  
Marc Elias - Secretary

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished  
by (name and address):

Priorities USA Action (PUSAA) 1030 15th st NW, Suite 950 West, Washington D.C.  
20005

and you are authorized to announce the time as paid for by such person or entity  
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of  
directors below (or attach separately):

Guy Cecil - Chairman, Patrick McHugh - Executive Director, Greg Speed - Treasurer  
Marc Elias - Secretary

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

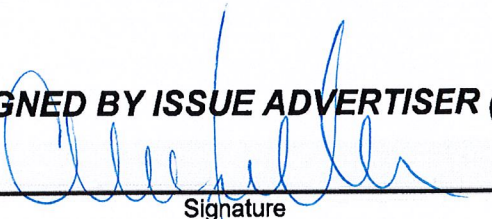
**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

23 JAN 2020

Date



Signature

(202) 965-5060

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Dawn LeClaire

Signature

Dawn LeClaire

Printed Name

National Sales Coord.

Title

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.

Advertiser/Sponsor	Station Representative
Signature:	Signature: <i>Dawn Le Claire</i>
Name:	Name:
Date of Request to Purchase Ad Time:	Date of Station Agreement to Sell Time:

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to station? ☐ Yes ☐ No Date ad received: \_\_\_\_\_

Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) for each version of the ad (i.e., for every ad with differing copy).

If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.

Disposition:

- ☐ Accepted
- ☐ Accepted IN PART (e.g., ad not received to determine content)\*
- ☐ Rejected – provide reason (optional):

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any:

Contract #: 2492100	Station Call Letters:	Date Received/Requested: 2/13/2020
Est. #: 8258	Station Location:	Run Start and End Dates: 4/28-5/4/2020

**For national issue ads only (not required for state/local issue ads):**

Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.