



AGENDA
City of Milton
Tourism Development Committee
Thursday, February 22, 2018
8:30 a.m.
MILTON CITY HALL
Conference Room
710 S. Janesville Street

1. Call To Order
2. Approve Agenda
3. Approval Of Minutes - February 1, 2018

Documents:

TOURISM DEVELOPMENT COMMITTEE MINUTES 02-01-18.PDF

4. Discussion And Possible Action On Advertising On Spectrum Reach In 2018

Documents:

CITY OF MILTON 2018 2.12.18.PDF

5. Discussion And Possible Action On Contract With Eric Stelter For Production Of Short Videos
6. Discussion And Possible Action On Bike Trail Video
7. Discussion And Possible Action On Distribution Of 2018 Milton Tourism Guides
8. Discussion And Possible Action On Development Of 2018 Marketing Plan
9. General Items
10. Set Next Meeting Date
11. Motion To Adjourn

**Please note that upon reasonable notice, at least 48 hours in advance, efforts will be made to accommodate the needs to disabled individuals through appropriate aids and services. For additional information to request this service, please contact the City Clerk's office at 868-6900, 710 S. Janesville Street, Milton, WI 53563.

Notice is hereby given that a majority of the Common Council may be present at this meeting at the above mentioned date and time to gather information about a subject over which they have decision-making responsibility. This constitutes a meeting of the City Council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis. 2d 553, 494 N.W. 2d 408 (1993) and must be noticed as such, although the City Council will not take any formal action at this meeting.

Posted by: Leanne Schroeder, February 16, 2018

**City of Milton
Tourism Development Committee
February 1, 2018**

Call to order

Chairperson Tony Astin called the February 1, 2018 meeting of the Tourism Development Committee to order at approximately 9:27 a.m.

Present: Chairperson Tony Astin, Ald. Lynda Clark, Tami Dosch, and Terry Williamson (via phone).

Also present: Dani Stivarius, Kari Klebba, and Administrative Services Director Inga Cushman.

Approve Agenda

Chairperson Astin motioned to approve the agenda. T. Dosch seconded, and the motion carried.

Approve Minutes – January 25, 2018

Ald. Clark motioned to approve the minutes. T. Dosch seconded, and the motion carried.

Discussion and possible action on 2018 Budget and Work Plan

Ald. Clark motioned to approve the 2018 Budget and Work Plan as follows:

- Spectrum Reach Television Campaign - \$2,000
- Rock County Guide Advertisement - \$760
- 2019 Milton Tourism Guide Expenses - \$175
- Governor's Conference on Tourism - \$600
- Videos - \$1,500
- Social Media Advertising - \$715
- Other Miscellaneous Expenses - \$100

Chairperson Astin seconded, and the motion carried.

Discussion and possible action on advertising on Spectrum Reach in 2018

T. Williamson motioned to approve the following channels at a cost not to exceed \$2,000: HGTV, Cooking, Travel, A&E, Fox Sports WI, and Freeform (ABC Family) only in November/December. Ald. Clark seconded, and the motion carried.

Discussion and possible action on contract with Eric Stelter for Production of Short Videos

This item was postponed until the next meeting.

Discussion and possible action on development of 2018 Marketing Plan

This item was postponed until the next meeting.

Discussion and possible action on Wisconsin Governor's Conference on Tourism

T. Dosch motioned to send D. Stivarius and T. Williamson to the Wisconsin Governor's Conference on Tourism and contribute up to \$600 toward registration and hotel expenses. Ald. Clark seconded, and the motion carried.

Discussion and possible action on distribution of 2018 Milton Tourism Guides

This item was postponed until the next meeting.

General Items

There were no general items.

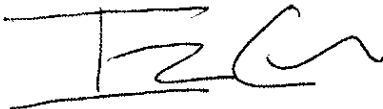
Set Next Meeting Date

The next meeting of the Tourism Development Committee will take place on February 22, 2018 at 8:30 a.m.

Motion to Adjourn

Ald. Clark motioned to adjourn the February 1, 2018 meeting of the Tourism Development Committee at approximately 9:29 a.m. T. Dosch seconded, and the motion carried.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'I. Cushman', written over a horizontal line.

Inga Cushman
Administrative Services Director

City of Milton 2018



TIM#: 278509
 Client: CITY OF MILTON - 84974
 Zones: 4578, 9914, 5509
 Flight Dates: 5/1/2018 - 11/30/2018
 EDI Client
 EDI Product


















Agency: <none>
 Total # of Active Wks: 16
 Spot Length: 30
 EDI Estimate:
 EDI Order:


Bill to: DIRECT AL HULICK
 CITY ADMINISTRATOR, 710 S
 JANESVILLE ST
 MILTON, WI 53563

AE: Baker, Becky
 Sales Assistant: N/A
 Phone #: N/A
 Cell #: N/A
 E-mail: N/A
 Billing Calendar: Broadcast

Zone(s): Janesville, WI, 4578

Network	Start Date	End Date	Daypart	Description	Spots/Wk	Total Spots	Rate	Extended Cost
	05/01/18	05/06/18	Tu-Su 5a-12m		2	2	\$6.00	\$12.00
	05/07/18	05/13/18	M-Su 5a-12m		2	2	\$6.00	\$12.00
	05/14/18	05/20/18	M-Su 5a-12m		2	2	\$6.00	\$12.00
	05/21/18	05/27/18	M-Su 5a-12m		2	2	\$6.00	\$12.00
	05/28/18	06/01/18	M-F 5a-12m		2	2	\$6.00	\$12.00
	06/01/18	06/03/18	F-Su 5a-12m		1	1	\$6.00	\$6.00
	06/04/18	06/10/18	M-Su 5a-12m		2	2	\$6.00	\$12.00
	06/11/18	06/17/18	M-Su 5a-12m		3	3	\$6.00	\$18.00
	06/18/18	06/24/18	M-Su 5a-12m		3	3	\$6.00	\$18.00
	05/01/18	05/06/18	Tu-Su 5a-12m		2	2	\$2.00	\$4.00
	05/07/18	05/13/18	M-Su 5a-12m		8	8	\$2.00	\$16.00
	05/14/18	05/20/18	M-Su 5a-12m		8	8	\$2.00	\$16.00
	05/21/18	05/27/18	M-Su 5a-12m		8	8	\$2.00	\$16.00
	05/28/18	06/01/18	M-F 5a-12m		5	5	\$2.00	\$10.00
	06/01/18	06/03/18	F-Su 5a-12m		1	1	\$2.00	\$2.00

Network	Start Date	End Date	Daypart	Description	Spots/Wk	Total Spots	Rate	Extended Cost
 COOKING CHANNEL	06/04/18	06/10/18	M-Su 5a-12m		2	2	\$2.00	\$4.00
 COOKING CHANNEL	06/11/18	06/17/18	M-Su 5a-12m		2	2	\$2.00	\$4.00
 COOKING CHANNEL	06/18/18	06/24/18	M-Su 5a-12m		2	2	\$2.00	\$4.00
 COOKING CHANNEL	07/24/18	07/29/18	Tu-Su 5a-12m		1	1	\$2.00	\$2.00
 COOKING CHANNEL	07/23/18	07/29/18	M-Su 5a-12m		2	2	\$2.00	\$4.00
 COOKING CHANNEL	07/31/18	08/05/18	Tu-Su 5a-12m		4	4	\$2.00	\$8.00
 COOKING CHANNEL	07/30/18	08/05/18	M-Su 5a-12m		2	2	\$2.00	\$4.00
 COOKING CHANNEL	08/07/18	08/12/18	Tu-Su 5a-12m		1	1	\$2.00	\$2.00
 COOKING CHANNEL	08/06/18	08/12/18	M-Su 5a-12m		2	2	\$2.00	\$4.00
 FREEFORM	11/11/18	11/11/18	Su 5a-12m		5	5	\$5.00	\$25.00
 FREEFORM	11/12/18	11/18/18	M-Su 5a-12m		10	10	\$5.00	\$50.00
 FREEFORM	11/19/18	11/25/18	M-Su 5a-12m		10	10	\$5.00	\$50.00
 FREEFORM	11/26/18	11/30/18	M-F 5a-12m		10	10	\$5.00	\$50.00
 FOX 3 WISCONSIN	05/01/18	05/06/18	Tu-Su 5a-12m		2	2	\$1.00	\$2.00
 FOX 3 WISCONSIN	05/07/18	05/13/18	M-Su 5a-12m		10	10	\$1.00	\$10.00
 FOX 3 WISCONSIN	05/14/18	05/20/18	M-Su 5a-12m		10	10	\$1.00	\$10.00
 FOX 3 WISCONSIN	05/21/18	05/27/18	M-Su 5a-12m		10	10	\$1.00	\$10.00
 FOX 3 WISCONSIN	05/28/18	06/01/18	M-F 5a-12m		5	5	\$1.00	\$5.00
 FOX 3 WISCONSIN	06/01/18	06/03/18	F-Su 5a-12m		1	1	\$1.00	\$1.00
 FOX 3 WISCONSIN	06/04/18	06/10/18	M-Su 5a-12m		4	4	\$1.00	\$4.00
 FOX 3 WISCONSIN	06/11/18	06/17/18	M-Su 5a-12m		3	3	\$1.00	\$3.00
 FOX 3 WISCONSIN	06/18/18	06/24/18	M-Su 5a-12m		3	3	\$1.00	\$3.00

Network	Start Date	End Date	Daypart	Description	Spots/Wk	Total Spots	Rate	Extended Cost
 FOX WISCONSIN	07/23/18	07/29/18	M-Su 5a-12m		10	10	\$1.00	\$10.00
 FOX WISCONSIN	07/30/18	08/05/18	M-Su 5a-12m		10	10	\$1.00	\$10.00
 FOX WISCONSIN	08/06/18	08/12/18	M-Su 5a-12m		10	10	\$1.00	\$10.00
 HGTV	05/01/18	05/06/18	Tu-Su 5a-12m		2	2	\$13.00	\$26.00
 HGTV	05/04/18	05/06/18	F-Su 5a-12m		2	2	\$13.00	\$26.00
 HGTV	05/28/18	06/01/18	M-F 5a-12m		2	2	\$13.00	\$26.00
 HGTV	06/01/18	06/03/18	F-Su 5a-12m		1	1	\$13.00	\$13.00
 HGTV	06/04/18	06/10/18	M-Su 5a-12m		1	1	\$13.00	\$13.00
 HGTV	06/11/18	06/17/18	M-Su 5a-12m		1	1	\$13.00	\$13.00
 HGTV	06/18/18	06/24/18	M-Su 5a-12m		1	1	\$13.00	\$13.00
 HGTV	07/23/18	07/29/18	M-Su 5a-12m		1	1	\$13.00	\$13.00
 HGTV	07/30/18	08/05/18	M-Su 5a-12m		1	1	\$13.00	\$13.00
 HGTV	08/06/18	08/12/18	M-Su 5a-12m		1	1	\$13.00	\$13.00
 travel	05/01/18	05/06/18	Tu-Su 5a-12m		2	2	\$4.00	\$8.00
 travel	05/07/18	05/13/18	M-Su 5a-12m		6	6	\$4.00	\$24.00
 travel	05/14/18	05/20/18	M-Su 5a-12m		6	6	\$4.00	\$24.00
 travel	05/21/18	05/27/18	M-Su 5a-12m		6	6	\$4.00	\$24.00
 travel	05/28/18	06/01/18	M-F 5a-12m		4	4	\$4.00	\$16.00
 travel	06/01/18	06/03/18	F-Su 5a-12m		1	1	\$4.00	\$4.00
 travel	07/23/18	07/29/18	M-Su 5a-12m		7	7	\$4.00	\$28.00
 travel	07/30/18	08/05/18	M-Su 5a-12m		7	7	\$4.00	\$28.00
 travel	08/06/18	08/12/18	M-Su 5a-12m		7	7	\$4.00	\$28.00







Totals








241

\$820.00












Zone(s): Northern Illinois, IL, 9914






















Network	Start Date	End Date	Daypart	Description	Spots/Wk	Total Spots	Rate	Extended Cost
A&E	05/01/18	05/06/18	Tu-Su 5a-12m		3	3	\$2.00	\$6.00
A&E	05/07/18	05/13/18	M-Su 5a-12m		5	5	\$2.00	\$10.00
A&E	05/14/18	05/20/18	M-Su 5a-12m		5	5	\$2.00	\$10.00
A&E	05/21/18	05/27/18	M-Su 5a-12m		5	5	\$2.00	\$10.00
A&E	05/28/18	06/01/18	M-F 5a-12m		8	8	\$2.00	\$16.00
A&E	06/01/18	06/03/18	F-Su 5a-12m		1	1	\$2.00	\$2.00
A&E	06/04/18	06/10/18	M-Su 5a-12m		4	4	\$2.00	\$8.00
A&E	06/11/18	06/17/18	M-Su 5a-12m		4	4	\$2.00	\$8.00
A&E	06/18/18	06/24/18	M-Su 5a-12m		4	4	\$2.00	\$8.00
A&E	07/23/18	07/29/18	M-Su 5a-12m		4	4	\$2.00	\$8.00
A&E	08/06/18	08/12/18	M-Su 5a-12m		5	5	\$2.00	\$10.00
COOKING	05/01/18	05/06/18	Tu-Su 5a-12m		3	3	\$1.00	\$3.00
COOKING	05/07/18	05/13/18	M-Su 5a-12m		8	8	\$1.00	\$8.00
COOKING	05/14/18	05/20/18	M-Su 5a-12m		8	8	\$1.00	\$8.00
COOKING	05/21/18	05/27/18	M-Su 5a-12m		8	8	\$1.00	\$8.00
COOKING	05/28/18	06/01/18	M-F 5a-12m		6	6	\$1.00	\$6.00
COOKING	06/01/18	06/03/18	F-Su 5a-12m		1	1	\$1.00	\$1.00
COOKING	06/05/18	06/10/18	Tu-Su 5a-12m		2	2	\$1.00	\$2.00
COOKING	06/04/18	06/10/18	M-Su 5a-12m		2	2	\$1.00	\$2.00
COOKING	06/12/18	06/17/18	Tu-Su 5a-12m		2	2	\$1.00	\$2.00
COOKING	06/11/18	06/17/18	M-Su 5a-12m		2	2	\$1.00	\$2.00


Network	Start Date	End Date	Daypart	Description	Spots/Wk	Total Spots	Rate	Extended Cost
	06/19/18	06/24/18	Tu-Su 5a-12m		2	2	\$1.00	\$2.00
	06/18/18	06/24/18	M-Su 5a-12m		2	2	\$1.00	\$2.00
	07/23/18	07/29/18	M-Su 5a-12m		5	5	\$1.00	\$5.00
	07/30/18	08/05/18	M-Su 5a-12m		5	5	\$1.00	\$5.00
	08/06/18	08/12/18	M-Su 5a-12m		5	5	\$1.00	\$5.00
	11/11/18	11/11/18	Su 5a-12m		2	2	\$4.00	\$8.00
	11/12/18	11/18/18	M-Su 5a-12m		8	8	\$4.00	\$32.00
	11/19/18	11/25/18	M-Su 5a-12m		7	7	\$4.00	\$28.00
	11/26/18	11/30/18	M-F 5a-12m		8	8	\$4.00	\$32.00
	05/01/18	05/06/18	Tu-Su 5a-12m		2	2	\$6.00	\$12.00
	05/07/18	05/13/18	M-Su 5a-12m		2	2	\$6.00	\$12.00
	05/14/18	05/20/18	M-Su 5a-12m		2	2	\$6.00	\$12.00
	05/21/18	05/27/18	M-Su 5a-12m		2	2	\$6.00	\$12.00
	05/28/18	06/01/18	M-F 5a-12m		2	2	\$6.00	\$12.00
	06/01/18	06/03/18	F-Su 5a-12m		1	1	\$6.00	\$6.00
	06/04/18	06/10/18	M-Su 5a-12m		2	2	\$6.00	\$12.00
	06/11/18	06/17/18	M-Su 5a-12m		2	2	\$6.00	\$12.00
	06/18/18	06/24/18	M-Su 5a-12m		2	2	\$6.00	\$12.00
	07/16/18	07/22/18	M-Su 5a-12m		1	1	\$6.00	\$6.00
	07/30/18	08/05/18	M-Su 5a-12m		2	2	\$6.00	\$12.00
	05/01/18	05/06/18	Tu-Su 5a-12m		3	3	\$2.00	\$6.00
	05/07/18	05/13/18	M-Su 5a-12m		8	8	\$2.00	\$16.00





Network	Start Date	End Date	Daypart	Description	Spots/Wk	Total Spots	Rate	Extended Cost
	05/14/18	05/20/18	M-Su 5a-12m		8	8	\$2.00	\$16.00
	05/21/18	05/27/18	M-Su 5a-12m		8	8	\$2.00	\$16.00
	05/28/18	06/01/18	M-F 5a-12m		8	8	\$2.00	\$16.00
	06/01/18	06/03/18	F-Su 5a-12m		1	1	\$2.00	\$2.00
	07/24/18	07/29/18	Tu-Su 5a-12m		8	8	\$2.00	\$16.00
	07/31/18	08/05/18	Tu-Su 5a-12m		8	8	\$2.00	\$16.00
	08/07/18	08/12/18	Tu-Su 5a-12m		8	8	\$2.00	\$16.00
Totals						214		\$497.00

Zone(s): Delavan, WI, 5509

Network	Start Date	End Date	Daypart	Description	Spots/Wk	Total Spots	Rate	Extended Cost
	05/01/18	05/06/18	Tu-Su 5a-12m		3	3	\$6.00	\$18.00
	05/07/18	05/13/18	M-Su 5a-12m		2	2	\$6.00	\$12.00
	05/14/18	05/20/18	M-Su 5a-12m		2	2	\$6.00	\$12.00
	05/21/18	05/27/18	M-Su 5a-12m		2	2	\$6.00	\$12.00
	05/28/18	06/01/18	M-F 5a-12m		2	2	\$6.00	\$12.00
	06/01/18	06/03/18	F-Su 5a-12m		1	1	\$6.00	\$6.00
	06/04/18	06/10/18	M-Su 5a-12m		3	3	\$6.00	\$18.00
	06/11/18	06/17/18	M-Su 5a-12m		3	3	\$6.00	\$18.00
	06/18/18	06/24/18	M-Su 5a-12m		3	3	\$6.00	\$18.00
	07/23/18	07/29/18	M-Su 5a-12m		1	1	\$6.00	\$6.00
	07/30/18	08/05/18	M-Su 5a-12m		1	1	\$6.00	\$6.00
	08/06/18	08/12/18	M-Su 5a-12m		1	1	\$6.00	\$6.00

Network	Start Date	End Date	Daypart	Description	Spots/Wk	Total Spots	Rate	Extended Cost
	05/01/18	05/06/18	Tu-Su 5a-12m		2	2	\$1.00	\$2.00
	05/07/18	05/13/18	M-Su 5a-12m		5	5	\$1.00	\$5.00
	05/14/18	05/20/18	M-Su 5a-12m		5	5	\$1.00	\$5.00
	05/21/18	05/27/18	M-Su 5a-12m		5	5	\$1.00	\$5.00
	05/28/18	06/01/18	M-F 5a-12m		5	5	\$1.00	\$5.00
	06/01/18	06/03/18	F-Su 5a-12m		1	1	\$1.00	\$1.00
	07/23/18	07/29/18	M-Su 5a-12m		5	5	\$1.00	\$5.00
	07/30/18	08/05/18	M-Su 5a-12m		5	5	\$1.00	\$5.00
	08/06/18	08/12/18	M-Su 5a-12m		5	5	\$1.00	\$5.00
	11/11/18	11/11/18	Su 5a-12m		3	3	\$5.00	\$15.00
	11/12/18	11/18/18	M-Su 5a-12m		8	8	\$5.00	\$40.00
	11/19/18	11/25/18	M-Su 5a-12m		8	8	\$5.00	\$40.00
	11/26/18	11/30/18	M-F 5a-12m		6	6	\$5.00	\$30.00
	05/01/18	05/06/18	Tu-Su 5a-12m		3	3	\$1.00	\$3.00
	05/07/18	05/13/18	M-Su 5a-12m		7	7	\$1.00	\$7.00
	05/14/18	05/20/18	M-Su 5a-12m		7	7	\$1.00	\$7.00
	05/21/18	05/27/18	M-Su 5a-12m		8	8	\$1.00	\$8.00
	05/28/18	06/01/18	M-F 5a-12m		5	5	\$1.00	\$5.00
	06/01/18	06/03/18	F-Su 5a-12m		1	1	\$1.00	\$1.00
	06/04/18	06/10/18	M-Su 5a-12m		6	6	\$1.00	\$6.00
	06/11/18	06/17/18	M-Su 5a-12m		6	6	\$1.00	\$6.00
	06/18/18	06/24/18	M-Su 5a-12m		6	6	\$1.00	\$6.00

Network	Start Date	End Date	Daypart	Description	Spots/Wk	Total Spots	Rate	Extended Cost
 FOX WISCONSIN	07/23/18	07/29/18	M-Su 5a-12m		9	9	\$1.00	\$9.00
 FOX WISCONSIN	07/30/18	08/05/18	M-Su 5a-12m		10	10	\$1.00	\$10.00
 FOX WISCONSIN	08/06/18	08/12/18	M-Su 5a-12m		10	10	\$1.00	\$10.00
 HGTV	05/01/18	05/06/18	M-Su 5a-12m		2	2	\$16.00	\$32.00
 HGTV	05/07/18	05/13/18	M-Su 5a-12m		1	1	\$16.00	\$16.00
 HGTV	05/14/18	05/20/18	M-Su 5a-12m		1	1	\$16.00	\$16.00
 HGTV	05/21/18	05/27/18	M-Su 5a-12m		1	1	\$16.00	\$16.00
 HGTV	05/28/18	06/01/18	M-F 5a-12m		2	2	\$16.00	\$32.00
 HGTV	06/01/18	06/03/18	F-Su 5a-12m		1	1	\$16.00	\$16.00
 HGTV	06/04/18	06/10/18	M-Su 5a-12m		1	1	\$16.00	\$16.00
 HGTV	06/11/18	06/17/18	M-Su 5a-12m		1	1	\$16.00	\$16.00
 HGTV	06/18/18	06/24/18	M-Su 5a-12m		1	1	\$16.00	\$16.00
 HGTV	07/23/18	07/29/18	M-Su 5a-12m		1	1	\$16.00	\$16.00
 HGTV	08/06/18	08/12/18	M-Su 5a-12m		1	1	\$16.00	\$16.00
 travel	05/01/18	05/06/18	Tu-Su 5a-12m		3	3	\$2.00	\$6.00
 travel	05/07/18	05/13/18	M-Su 5a-12m		2	2	\$2.00	\$4.00
 travel	05/14/18	05/20/18	M-Su 5a-12m		2	2	\$2.00	\$4.00
 travel	05/21/18	05/27/18	M-Su 5a-12m		2	2	\$2.00	\$4.00
 travel	05/28/18	06/01/18	M-F 5a-12m		2	2	\$2.00	\$4.00
 travel	06/01/18	06/03/18	F-Su 5a-12m		1	1	\$2.00	\$2.00
 travel	06/04/18	06/10/18	M-Su 5a-12m		6	6	\$2.00	\$12.00
 travel	06/11/18	06/17/18	M-Su 5a-12m		6	6	\$2.00	\$12.00

Network	Start Date	End Date	Daypart	Description	Spots/Wk	Total Spots	Rate	Extended Cost
	06/18/18	06/24/18	M-Su 5a-12m		6	6	\$2.00	\$12.00
	07/23/18	07/29/18	M-Su 5a-12m		5	5	\$2.00	\$10.00
	07/30/18	08/05/18	M-Su 5a-12m		5	5	\$2.00	\$10.00
	08/06/18	08/12/18	M-Su 5a-12m		5	5	\$2.00	\$10.00

Totals

223

\$683.00

Order Summary:

Zone Description: Janesville, WI, 4578; Northern Illinois, IL, 9914; Delavan, WI, 5509

Total Spots: 678

Total Gross\$: \$2,000.00

Total Net\$: \$2,000.00

Average Investment per Active Week: \$125.00

Broadcast Month Totals:

~~Total By Zone.~~

	May 18	Jun 18	Jul 18	Aug 18	Nov 18	Dec 18	Total
Total Gross \$	\$623.00	\$577.00	\$138.00	\$262.00	\$288.00	\$112.00	\$2,000.00
Total Net \$	\$623.00	\$577.00	\$138.00	\$262.00	\$288.00	\$112.00	\$2,000.00
Total Spots	235	177	60	121	61	24	678

	4578	9914	5509
Gross \$	\$820.00	\$497.00	\$683.00
Net \$	\$820.00	\$497.00	\$683.00
Spots	241	214	223

Spectrum Reach Agreement:

 By signing, I acknowledge that I have read and accept the Terms and Conditions for the Charter Communications Operating, LLC and its business unit Spectrum Reach™ Advertising Contract and Application for Credit.

Client Signature: _____ Date _____

CHARTER COMMUNICATIONS OPERATING, LLC
 by Charter Communications, Inc. its Manager

Charter Media Signature: _____ Date _____

Either signature on this order form, or delivery to Charter Communications Operating, LLC ("Spectrum Reach") of any advertisement, advertising content or other materials of or on behalf of an advertiser or agency (each, a "Client") for distribution, shall constitute Client's agreement to the Spectrum Reach Terms and Conditions, available at spectrumreach.com/terms-conditions and incorporated into this order form as if fully set forth herein, as applicable and as may be amended from time to time.