

J B Pritzker
7/10-7/16/18
\$4,450

POLITICAL FILE CHECK LIST

- ☒ Sent Statement of Policy on Political Advertising
- ☒ Original Order and Any revisions to order
- ☒ Station Contract
- ☐ Certification from (Federal only) *N/A*
- ☒ NAB form including authorized officers, directors, agents
- ☐ Rebate information
- ☒ Copy orders sent to Champaign office
- ☒ Check

*Note: Class of time must be shown on contracts and invoices.
Retention Period: Two Years*





125 West 55th St
New York, NY 10019

Contract # 26102777

Changes as of: 7/19/2018 at 1:09 PM

Version: Highlighting Revision 1

CPE: 2/17/228
Agency: SHORR JOHNSON
MAGNUS

Flight: 7/10/18 - 7/16/18
Advertiser: Pritsker-Gov IL
Product: Pritsker Sked B

Station: WRSP
Market: Campaign-Springfield-Dir
DMA

Office: WASHINGTON
Total Spots: 25
Con Type: POLITICAL/VOTE
Total \$: \$4,450.00

100 N. 20th ST. Suite
201
Philadelphia, PA 19103

Agency Order #: 7523825

Buyer: DETORRE, Mike
Salesperson: ALEXANDRA
BRADLEY

Service: Nielsen
Primary Demo: Adults 35+
Assistant: ALEXANDRA BRADLEY

Total CPE: \$0.00
Total GRP:

Separation: 202-955-5342

Comments: NEW ORDER. PLS CHCK AND CNF. T&R

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	7/10 - 7/16							Total Spots	Total \$	CPP*	GRP*
							7/10	7/11	7/12	7/13	7/14	7/15	7/16				
1	Tu-F .M 3p-3:30p		Family Feud	\$55.00	0	30	1	0	3	1	0	0	1	5	\$275.00	\$0.00	0.0
2	Tu-F .M 4p-4:30p		Judge Judy	\$160.00	0	30	1	1	5	1	0	0	1	5	\$800.00	\$0.00	0.0
3	Tu-F .M 5:30p-6p		FOX News at 5:30p	\$100.00	0	30	1	1	1	1	0	0	1	5	\$500.00	\$0.00	0.0
4	Tu-F .M 6:30p-7p		Big Bang Theory	\$400.00	0	30	1	1	1	1	0	0	1	5	\$2,000.00	\$0.00	0.0
5	Tu-F .M 9p-9:30p		FOX News at 9	\$175.00	0	30	1	0	0	0	0	0	1	3	\$525.00	\$0.00	0.0
6	Tu-F .M 9:30p-10p		FOX News at 9	\$175.00	0	30	0	1	0	1	0	0	0	2	\$350.00	\$0.00	0.0
TOTALS:							5	5	5	5	0	0	5	25	\$4,450.00	\$0.00	0.0



125 West 55th St
New York, NY 10019

Contract # 26102777	Changes as of: 7/9/2018 at 1:09 PM	Version: Highlighting Revision 1	Con Type: POLITICAL/NOTE
CPE: 2/11/228	Flight: 7/10/18 - 7/16/18	Station: WRSP	Total \$: \$4,450.00
Agency: SHORR JOHNSON MAGNUS	Advertiser: Pritzker-Gov IL	Market: Champaign-Springfield DMA	
Product: Pritzker Sked B	Office: WASHINGTON	Total Spots: 25	
Agency Order #: 7523825	Buyer: D'Elton, Mike	Service: Nielsen	Total CPE: \$0.00
Salesperson: ALEXANDRA BRADLEY	Primary Demo: Adults 35+	Assistant: ALEXANDRA BRADLEY	Total GRP:
Separation:			

Special Instructions	

Date/Time	Added by	Comment	Order Level Comments
07/09/18 1:09 PM	ALEXANDRA BRADLEY	NEW ORDER, PLS CHCK AND CNF, T&R	
07/09/18 1:09 PM	ALEXANDRA BRADLEY	NEW ORDER, PLS CHCK AND CNF, T&R	

Competitive Information	
Market Budget:	\$44,500
WRSP Share:	10%
Comment:	
Unknown:	90%

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	25	\$4,450.00	N/A	0.0
Total	100%	25	\$4,450.00	N/A	0.0

Month	Spots	Dollars
2018-Jul	25	\$4,450.00
Total	25	\$4,450.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot#	\$ Chg	Contract \$ Comment
Queued for Electronic Contracting	7/9/18 2:16 PM				\$0	\$0
Revision	7/9/18 1:09 PM	ALEXANDRA BRADLEY	Revised		\$0	Changes: Original product to General Election, Product from General Election to Pritzker Sked B, Demo Meta to [R16], Comments from Separation: 30 to NEW ORDER, PLS CHCK AND CNF, T&R.
New	7/9/18 1:08 PM	ALEXANDRA BRADLEY	New	25	\$4,450.00	\$4,450.00

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.



WRSP+WCCU Combo 100/0 WRS
2680 E Cook St
Springfield, IL 62703

Shorr Johnson Magnus
100 N 20th St
Ste 201
Philadelphia, PA 19103

Contract # 3417119

Schedule Dates

07/10/18-07/16/18

Advertiser

JB Pritzker for Governor-D (116844)

Agency

Shorr Johnson Magnus (1504)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

2/17/228 (1048561)

Salesperson

Millennium/DC, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

Mike D'Etorre,

Phone/Fax

/

CPE

2/17/228

Account Types

National/Political Candidate Agency BRD

Billing Type

Standard

Comments

Pritzker Sked B alex bradley
NEW ORDER, PLUS CHECK AND CNF, TRR

Date Entered

07/09/18

Last Modified

07/09/18

Entered By

Janet Jackson

CO-OP

No

Headline

ECR26102777

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$667.50

Net Total

\$3,782.50

Sales Tax

WRSP+WCCU Combo 100/0 (WRSP+)

By Broadcast Month

Jul. 2018

Grand Total:

25

\$4,450.00

\$4,450.00

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CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Sales Office

Millennium Washington DC

Buyer Name

Mike D'Etorre,

Phone/Fax

/

CPE

2/17/228

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Net Total

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WRSP+WCCU Combo 100/0 (WRSP+)

By Broadcast Month

Spots Rate

Jul. 2018

25 \$4,450.00

Grand Total:

25 \$4,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / News (3)	07/13/18-07/13/18	3	:30	5:30P- 6P (CST)	1					1			1	\$100.00	\$100.00	WRSP+WCCU Combo 100/0 (WRS	FOX News at 5:30p	7/9/18
15.0	Normal Line / News (3)	07/16/18-07/16/18	3	:30	5:30P- 6P (CST)	1	1							1	\$100.00	\$100.00	WRSP+WCCU Combo 100/0 (WRS	FOX News at 5:30p	7/9/18
16.0	Normal Line / SPOT (4)	07/10/18-07/10/18	3	:30	6:30P- 7P (CST)	1		1						1	\$400.00	\$400.00	WRSP+WCCU Combo 100/0 (WRS	Big Bang Theory	7/9/18
17.0	Normal Line / SPOT (4)	07/11/18-07/11/18	3	:30	6:30P- 7P (CST)	1			1					1	\$400.00	\$400.00	WRSP+WCCU Combo 100/0 (WRS	Big Bang Theory	7/9/18
18.0	Normal Line / SPOT (4)	07/12/18-07/12/18	3	:30	6:30P- 7P (CST)	1				1				1	\$400.00	\$400.00	WRSP+WCCU Combo 100/0 (WRS	Big Bang Theory	7/9/18
19.0	Normal Line / SPOT (4)	07/13/18-07/13/18	3	:30	6:30P- 7P (CST)	1					1			1	\$400.00	\$400.00	WRSP+WCCU Combo 100/0 (WRS	Big Bang Theory	7/9/18
20.0	Normal Line / SPOT (4)	07/16/18-07/16/18	3	:30	6:30P- 7P (CST)	1	1							1	\$400.00	\$400.00	WRSP+WCCU Combo 100/0 (WRS	Big Bang Theory	7/9/18
21.0	Normal Line / SPOT (5)	07/10/18-07/10/18	3	:30	9P- 9:30P (CST)	1		1						1	\$175.00	\$175.00	WRSP+WCCU Combo 100/0 (WRS	FOX News at 9	7/9/18
22.0	Normal Line / SPOT (5)	07/12/18-07/12/18	3	:30	9P- 9:30P (CST)	1				1				1	\$175.00	\$175.00	WRSP+WCCU Combo 100/0 (WRS	FOX News at 9	7/9/18
23.0	Normal Line / SPOT (5)	07/16/18-07/16/18	3	:30	9P- 9:30P (CST)	1	1							1	\$175.00	\$175.00	WRSP+WCCU Combo 100/0 (WRS	FOX News at 9	7/9/18
24.0	Normal Line / SPOT (6)	07/11/18-07/11/18	3	:30	9:30P- 10P (CST)	1					1			1	\$175.00	\$175.00	WRSP+WCCU Combo 100/0 (WRS	FOX News at 9	7/9/18
25.0	Normal Line / SPOT (6)	07/13/18-07/13/18	3	:30	9:30P- 10P (CST)	1						1		1	\$175.00	\$175.00	WRSP+WCCU Combo 100/0 (WRS	FOX News at 9	7/9/18

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WRSP, Stid IL

Date:

05/02/17

I, Shorr Johnson Magnus,

being/on behalf of: JB Pritzker,

a legally qualified candidate of the Democratic

political party for the office of: Governor

in the Primary

election to be held on: March 20, 2018

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$

I represent that the payment for the above described broadcast time has been furnished by:

JB for Governor

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lee Rosenberg

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

To Be Signed By Candidate or Authorized Committee

05/02/2017

Date



Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

Jennifer E. Varent, CSR

Printed Name

Title

CASH ONLY IF ALL CheckLock™ SECURITY FEATURES LISTED ON BACK INDICATE NO TAMPERING OR COPYING

Shorr Johnson Magnus

Media Account
100 N. 20th Street
Suite 201
Philadelphia, PA 19103

Firsttrust Savings Bank
3-7380/2360

30977

7/9/2018

\$ **8,755.00

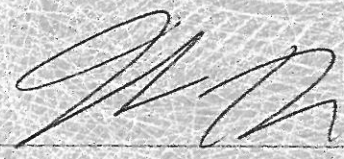
DOLLARS

PAY TO THE ORDER OF WRSP-TV

Eight Thousand Seven Hundred Fifty-Five and 00/100*****

WRSP-TV

PROTECTED AGAINST FRAUD



MEMO Pritzker

For Contract #s 3416956
3417119

\$ 5,850

\$ 4,450

~~\$10,300~~

\$8,755 Net