

ORDER



Orders
Order / Rev: 1248007
Alt Order #: 25768366
Product Desc: CITIZENS FOR RAUNER
Estimate: 2110
Flight Dates: 10/30/17 - 11/05/17
Original Date / Rev: 10/26/17 / 10/26/17
Order Type: REG

Primary AE: Millennium Los Angeles
Sales Office: M-LA
Sales Region: Nat

Agency Name: Target Enterprises
Buying Contact:
Billing Contact:
 15260 Ventura Boulevard
 Sherman Oaks, CA 91403

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Bruce Rauner/Governor/Illinois/L
Demographic: A35+
Product Codes: PL14
Priority: P5
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN4746
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/30/17	11/05/17	52	\$5,375.00	\$4,568.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2017	52	\$5,375.00	\$4,568.75	0.00
Totals	52	\$5,375.00	\$4,568.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Los Angeles			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTVO Rockford, IL	25%	\$5,375.00
Market	100%	\$21,500.00

Competitive Share

Competitive Share	Share	Total
ABR	0%	\$0.00
CABLE	0%	\$0.00
ETVO	0%	\$0.00
UNKWN	58%	\$12,470.00
WIFR	0%	\$0.00
WQRF	17%	\$3,655.00
WREX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WTVO	10/30/17	11/03/17	GMA GMA	CM	M-F 7a-9a	MTWTF--	:30	10	\$100.00	P5	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/17	11/05/17	MTWTF--		10				\$100.00		0.00			
3	WTVO	10/30/17	11/03/17	M-F 9a-10a Live w/Kelly & Ryan	CM	M-F 9a-10a	MTWTF--	:30	5	\$50.00	P5	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/17	11/05/17	MTWTF--		5				\$50.00		0.00			

Order / Rev: 1248007
 Alt Order #: 25768366
 Flight Dates: 10/30/17 - 11/05/17

Advertiser: POL/Bruce Rauner/Governor/Illinois/Den
 Product Desc: CITIZENS FOR RAUNER
 Estimate: 2110
 WTVO Rockford, IL

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WTVO	10/30/17	11/03/17	M-F 11a-12p Rachael Ray	CM	M-F 11a-12p	MTWTF--	:30	5	\$50.00	P5	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	MTWTF--		5				\$50.00		0.00			
5	WTVO	10/30/17	11/03/17	M-F 1p-2p GENERAL HOSPITAL	CM	1p-2p	MTWTF--	:30	5	\$50.00	P5	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	MTWTF--		5				\$50.00		0.00			
7	WTVO	10/30/17	11/03/17	M-F 4p-5p Judge Judy	CM	M-F 4p-5p	MTWTF--	:30	10	\$75.00	P5	0.00	NM	10	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	MTWTF--		10				\$75.00		0.00			
8	WTVO	10/30/17	11/03/17	M-F 5p-530p News Eyewitness News @ 5p	CM	M-F 5p-530p	MTWTF--	:30	5	\$200.00	P5	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	MTWTF--		5				\$200.00		0.00			
10	WTVO	10/30/17	11/03/17	M-F 630p-7p ET	CM	630p-7p	MTWTF--	:30	5	\$125.00	P5	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	MTWTF--		5				\$125.00		0.00			
N 11	WTVO	10/30/17	10/30/17	Mon Prime Other 1 DANCING WITH THE STARS	CM	7p-9p	1-----	:30	1	\$500.00	P5	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	1-----		1				\$500.00		0.00			
12	WTVO	11/04/17	11/04/17	GMA Sa GMA Sa	CM	7a-8a	-----1-	:30	1	\$75.00	P5	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	-----1-		1				\$75.00		0.00			
13	WTVO	11/04/17	11/04/17	College Football NCAA COLLEGE FOOTBALL (6:30 PM-10:00 PM)	CM	6:30 PM-10:00 PM	-----1-	:30	1	\$125.00	P5	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	-----1-		1				\$125.00		0.00			
14	WTVO	11/04/17	11/04/17	LN LN M-Su 10p News	CM	M-F 10-1035p/Sa	-----1-	:30	1	\$125.00	P5	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	-----1-		1				\$125.00		0.00			
15	WTVO	11/05/17	11/05/17	GMA Su GMA Su	CM	7a-8a	-----1	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	-----1		1				\$100.00		0.00			
16	WTVO	11/05/17	11/05/17	Su 5p-530p News Su Eyewitness News @ 5p	CM	Su 5p-530p	-----1	:30	1	\$200.00	P5	0.00	NM	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:	10/30/17	11/05/17	-----1		1				\$200.00		0.00			
17	WTVO	11/05/17	11/05/17	LN LN M-Su 10p News	CM	M-F 10-1035p/Sa	-----1	:30	1	\$125.00	P5	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/30/17	11/05/17	-----1		1				\$125.00		0.00			
Totals													52	\$5,375.00	

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25768366 Changes as of: 10/25/2017 at 6:41 PM Version: Current State Version 2

CPE: //2110
Agency: TARGET ENTERPRISES
15260 VENTURA BLVD
SUITE 1240 SHERMAN OAKS CA 91403
Flight: 10/30/17 - 11/5/17
Advertiser: CITIZENS FOR RAUNER
Product: CITIZENS FOR RAUNER
Office: LOS ANGELES
Total \$: \$5,375.00
Total Spots: 52
Total CPP: \$28.05

Agency Order #: MEREDITH MARCUS
Buyer: MARK DEUTSCH
Salesperson: 323-966-5272
Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
Assistant: Margaret Barajas
323-966-5001
Traffic #: 1248007
Separation:
Comments: Removed WTVO Morning News M-F 5a-7a, Family Fraud M-F 3p-4p, WTVO News at 6 M-F 6p-6:30p, Castle Sat 10:35p-11:35p, ET 10:35p-11:35p, Revised frequency 1x M Dancing With Stars. Total \$5,375

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/30	10/30 - 10/30	Total Spots	Total \$	CPP	GRP
CAN 1	M-F 5a-7a		WTVO-MORNING NEWS	\$56.00	4.9	30	49		49	\$560.00	\$27.76	48.0
CAN 6	M-F 3p-4p		FAMILYFEUD	\$56.00	4.9	30	5		5	\$280.00	\$26.92	9.5
CAN 9	M-F 6p-6:30p		WTVO-NEWS AT 6	\$160.00	5.5	30	5		5	\$750.00	\$27.27	27.5
REV- 11	M 7p-9p		DANCING WITH STARS	\$500.00	10.0	30	2	1	1	\$500.00	\$50.00	10.0
CAN 18	Sa 48:35p-11:35p		ET	\$25.00	4.5	30	4		4	\$25.00	\$16.67	4.5
CAN 19	Sa 48:35p-11:35p		GASTRE	\$25.00	4.2	30	4		4	\$25.00	\$20.99	4.2
TOTALS:							52		52	\$5,375.00	\$28.05	191.6

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25768366 Changes as of: 10/25/2017 at 8:41 PM Version: Current State Version 2

CPE: //2110 Flight: 10/30/17 - 11/9/17 Station: WTVO Total \$: \$5,375.00
 Agency: TARGET Advertiser: CITIZENS FOR RAUNER Market: Rockford Total Spots: 52
 ENTERPRISES 15260 VENTURA BLVD Product: CITIZENS FOR RAUNER Office: LOS ANGELES Total CPP: \$28.05
 SUITE 1240 SHERMAN OAKS CA 91403

Agency Order #: Buyer: MEREDITH MARCUS Con Type: POLITICAL/NOTE Total GRP: 191.6
 Salesperson: MARK DEUTSCH Assistant: Margaret Barajas Separation: Traffic #: 1248007
 323-966-5272 323-966-5001

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
10/25/17 6:41 PM	KATHERINE LEHNE	Removed WTVO Morning News M-F 5a-7a, Family Feud M-F 3p-4p, WTVO News at 6 M-F 6p-6:30p, Castle Sat 10:35p-11:35p, ET 10:35p-11:35p, Revised frequency 1x M
10/10/17 9:08 AM	Mary Anderson	LINE 13 ALREADY BOOKED PRG CHG FOR NCAA COLLEGE FB 630-10P NCIR

Competitive Information

Market Budget:	\$21,500
WTVO Share:	25%
Comment:	APPROXIMATE SHARES/EXACT SHARES TO FOLLOW
WQR:	17%
Unknown:	58%

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	52	\$5,375.00	\$28.05	191.6
Total	100%	52	\$5,375.00	\$28.05	191.6

Month	Spots	Dollars
2017-Nov	52	\$5,375.00
Total	52	\$5,375.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/25/17 6:41 PM	KATHERINE LEHNE	Revised		23	\$-2,050.00	\$0	Changes: Total Spots from 75 to 52. Calculated Dollars from \$7,425.00 to \$5,375.00. Total GRPs from 259.3 to 191.6, Total CPP from \$28.63 to \$28.05. Competitive Market Budget from \$29,700 to \$21,500. Total \$ from \$7,425.00 to \$5,375.00. User Entered \$ from \$7,425.00 to \$5,375.00. Comments from 10 Removed WTVO Morning News M-F 5a-7a, Family Feud M-F 3p-4p, WTVO News at 6 M-F 6p-6:30p, Castle Sat 10:35p-11:35p, ET 10:35p-11:35p, Revised frequency 1x M Dancing With Stars. Total \$5,375.00 6 buylines added or modified.
Makegood 1	10/10/17 9:08 AM	Mary Anderson	Confirmed			\$0	\$0	
Quoted for Electronic Contracting	10/10/17 8:14 AM					\$0	\$0	
New	10/9/17 5:32 PM	Margaret Barajas	Confirmed	75		\$7,425.00	\$7,425.00	

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.