

**ORDER**

WTVO Rockford, IL

**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
<b>Totals</b>	<b>52</b>	<b>\$5,375.00</b>	<b>\$4,568.75</b>	<b>0.00</b>

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

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

CPE: //2110

Agency: TARGET ENTERPRISES

15260 VENTURA BLVD  
SUITE 1240 SHERMAN  
OAKS CA 91403

Changes as of: 10/25/2017 at 6:41 PM

Flight: 10/30/17 - 11/5/17

Advertiser: CITIZENS FOR RAUNER

Product: CITIZENS FOR RAUNER

Version: Current State Version 2

Station: WTVO

Market: Rockford

Office: LOS ANGELES

Total \$: \$5,375.00

Total Spots: 52

Total CPP: \$28.05

Agency Order #:

Buyer: MEREDITH MARCUS

Salesperson: MARK DEUTSCH 323-966-5272

Primary Demo: Adults 35+

Con Type: POLITICAL/VOTE

Assistant: Margaret Barajas 323-966-5001

Total GRP: 191.6

Traffic #: 1248007

Separation:

Comments: 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

#	Day/Time	DP	Program	Rate	A3SP 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	40		40	\$560.00	\$27.76	48.0
CAN 6	M-F 3p-4p		FAMILY FEUD	\$56.00	4.9	30	5		5	\$250.00	\$26.32	9.5
CAN 9	M-F 6p-6:30p		WTVO-NEWS AT 6	\$166.00	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		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	\$20.93	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 6:41 PM Version: Current State Version 2

CPE: //2110 Flight: 10/30/17 - 11/5/17  
Agency: TARGET ENTERPRISES Advertiser: CITIZENS FOR RAUNER  
15250 VENTURA BLVD Product: CITIZENS FOR RAUNER  
SUITE 1240 SHERMAN  
OAKS CA 91403

Agency Order #: Buyer: MEREDITH MARCUS  
Salesperson: MARK DEUTSCH 323-966-5272  
Primary Demo: Adults 35+  
Con Type: POLITICAL/NOTE  
Assistant: Margaret Barajas 323-966-5001  
Total GRP: 191.6  
Traffic #: 1248007  
Separation:

Special Instructions

Date/Time	Added by	Comment	Order Level Comments
10/25/17 6:41 PM	KATHERINE LEHNE	Removed WTVU Morning News M-F 5a-7a, Family Feud M-F 3p-4p, WTVU 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
WTVU Share:	25%
Comment:	APPROXIMATE SHARES/EXACT SHARES TO FOLLOW
WQRF:	17%
Unknown:	58%

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

Monthly Summary		
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
Revision	10/25/17 6:41 PM	KATHERINE LEHNE	Revised		23	\$2,050.00
Makegood 1	10/10/17 9:08 AM	Mary Anderson	Confirmed			\$0
Queued for Electronic Contracting	10/10/17 8:14 AM					\$0
New	10/9/17 5:32 PM	Margaret Barajas	Confirmed	75		\$7,425.00

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: Removed WTVU Morning News M-F 5a-7a, Family Feud M-F 3p-4p, WTVU 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.

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.