



WTVO  
PO Box 470  
Rockford, IL 61105

Strategic Media Services Inc  
1911 North Ft Myer Drive  
Suite 400  
Arlington, VA 22209

# Contract # 1452358

Schedule Dates	10/24/16-10/30/16	Date Entered	10/21/16
Advertiser	Independent Voice for Illinois PAC (82662)	Last Modified	10/21/16
Agency	Strategic Media Services Inc (13884)	Entered By	Charlene Whiteside
Product	Political - Issues / Propositions (1068)	CO-OP	No
Brand	148/162/2428 (569694)	Headline #	ECR2538920
Salesperson	Millennium - Washington D, Washington DC (1421	Demo	
Sales Office	Millennium - Washington DC	Order Type	Normal
Buyer Name	Ryan, Gracy,	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	148/162/2428	Commission	\$1,027.50
Account Types	National/Political	Net Total	\$5,822.50
Billing Type	Standard	Sales Tax	
Comments	Issue Separation: 30		

Rockford (WTVO)		
By Broadcast Month	Spots	Rate
Oct. 2016	19	\$6,850.00
<b>Grand Total:</b>	<b>19</b>	<b>\$6,850.00</b>

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
1.0	Normal Line / SPOT	10/25/16-10/25/16	3	:30	7A- 8A (CST)			1						1	\$350.00	\$350.00	Rockford (WTVO)	Good Morning America	10/21/16
2.0	Normal Line / SPOT	10/28/16-10/28/16	3	:30	7A- 8A (CST)						1			1	\$350.00	\$350.00	Rockford (WTVO)	Good Morning America	10/21/16
3.0	Normal Line / SPOT	10/29/16-10/29/16	3	:30	7A- 8A (CST)							1		1	\$250.00	\$250.00	Rockford (WTVO)	Weekend GMA	10/21/16
4.0	Normal Line / SPOT	10/25/16-10/25/16	3	:30	4P- 4:30P (CST)			1						1	\$200.00	\$200.00	Rockford (WTVO)	Judge Judy Hour	10/21/16
5.0	Normal Line / SPOT	10/27/16-10/27/16	3	:30	4P- 4:30P (CST)					1				1	\$200.00	\$200.00	Rockford (WTVO)	Judge Judy Hour	10/21/16
6.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	4:30P- 5P (CST)		1							1	\$200.00	\$200.00	Rockford (WTVO)	Judge Judy Hour	10/21/16
7.0	Normal Line / SPOT	10/26/16-10/26/16	3	:30	4:30P- 5P (CST)				1					1	\$200.00	\$200.00	Rockford (WTVO)	Judge Judy Hour	10/21/16
8.0	Normal Line / SPOT	10/25/16-10/25/16	3	:30	5P- 5:30P (CST)			1						1	\$750.00	\$750.00	Rockford (WTVO)	WTVO Ch. 17 News At 5PM	10/21/16
9.0	Normal Line / SPOT	10/27/16-10/27/16	3	:30	5P- 5:30P (CST)					1				1	\$750.00	\$750.00	Rockford (WTVO)	WTVO Ch. 17 News At 5PM	10/21/16
10.0	Normal Line / SPOT	10/26/16-10/26/16	3	:30	6P- 6:30P (CST)				1					1	\$450.00	\$450.00	Rockford (WTVO)	Wyo Ch. 17 News At 6PM	10/21/16
11.0	Normal Line / SPOT	10/29/16-10/29/16	3	:30	6P- 6:30P (CST)							1		1	\$325.00	\$325.00	Rockford (WTVO)	WTVO Ch17-Sat	10/21/16
12.0	Normal Line / SPOT	10/30/16-10/30/16	3	:30	5:30P- 6P (CST)								1	1	\$750.00	\$750.00	Rockford (WTVO)	ABC News Sunday	10/21/16
13.0	Normal Line / SPOT	10/25/16-10/25/16	3	:30	6:30P- 7P (CST)			1						1	\$300.00	\$300.00	Rockford (WTVO)	Entertainment Tonight	10/21/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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See the back of this document for Advertising Contract Terms and Conditions



WTVO  
PO Box 470  
Rockford, IL 61105

Strategic Media Services Inc  
1911 North Ft Myer Drive  
Suite 400  
Arlington, VA 22209

# Contract # 1452358

## Schedule Dates

10/24/16-10/30/16

## Advertiser

Independent Voice for Illinois PAC (82662)

## Agency

Strategic Media Services Inc (13884)

## Product

Political - Issues / Propositions (1068)

## Brand

148/162/2428 (569694)

## Salesperson

Millennium - Washington D, Washington DC (1421)

## Sales Office

Millennium - Washington DC

## Buyer Name

Ryan, Gracy,

## Phone/Fax

/

## CPE

148/162/2428

## Account Types

National/Political

## Billing Type

Standard

## Comments

Issue Separation: 30

## Date Entered

10/21/16

## Last Modified

10/21/16

## Entered By

Charlene Whiteside

## CO-OP

No

## Headline #

ECR25338920

## Demo

Normal

## Order Type

Normal

## Package Deal

## Commission %

15.00

## Commission

\$1,027.50

## Net Total

\$5,822.50

## Sales Tax

## Rockford (WTVO)

### By Broadcast Month

Oct. 2016

### Spots

19

### Rate

\$6,850.00

### Grand Total:

19 \$6,850.00

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 / SPOT	10/27/16-10/27/16	3	:30	6:30P- 7P (CST)					1				1	\$300.00	\$300.00	Rockford (WTVO)	Entertainment Tonight	10/21/16
15.0	Normal Line / SPOT	10/24/16-10/24/16	3	:30	10P- 10:35P (CST)		1							1	\$600.00	\$600.00	Rockford (WTVO)	WTVO Ch17 News 10	10/21/16
16.0	Normal Line / SPOT	10/30/16-10/30/16	3	:30	10P- 10:35P (CST)							1		1	\$600.00	\$600.00	Rockford (WTVO)	WTVO Ch17 News 10	10/21/16
17.0	Normal Line / SPOT	10/26/16-10/26/16	4	:30	10:35P- 11:37P (CST)				1					1	\$100.00	\$100.00	Rockford (WTVO)	Jimmy Kimmel Show	10/21/16
18.0	Normal Line / SPOT	10/28/16-10/28/16	4	:30	10:35P- 11:37P (CST)					1				1	\$100.00	\$100.00	Rockford (WTVO)	Jimmy Kimmel Show	10/21/16
19.0	Normal Line / SPOT	10/27/16-10/27/16	4	:30	11:37P- 12:06A (CST)				1					1	\$75.00	\$75.00	Rockford (WTVO)	ABC Nightline	10/21/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 2538920	Changes as of: 10/21/2016 at 2:31 PM	Version: Current State Version 1
CPE: 148/162/428	Flight: 10/24/16 - 10/30/16	Total \$: \$6,850.00
Agency: STRATEGIC MEDIA SERVICES	Advertiser: Independent Voice for Illinois PAC	Total Spots: 19
1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 22009	Product: Issue	Total CPP: \$0.00
Agency Order #: 5508271	Buyer: Gracy, Ryan	Total GRP:
Salesperson: SHANNON YALLOF	Primary Demo: Con Type: POLITICAL/VOTE	Separation:
212-373-8131	Assistant: MICHAEL MENICCHINI	
	212-373-8291	

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	Len	10/24	10/25	10/26	10/27	10/28	10/29	10/30	Total Spots	Total \$	CPP	GRP
1	M-F 7a-8a		Good Morning America	\$350.00	30	0	1	0	0	1	0	0	2	\$700.00	\$0.00	0.0
2	Sa 7a-8a		Weekend GMA	\$250.00	30	0	0	0	0	0	1	0	1	\$250.00	\$0.00	0.0
3	M-F 4p-4:30p		Judge Judy Hour	\$200.00	30	0	1	0	1	0	0	0	2	\$400.00	\$0.00	0.0
4	M-F 4:30p-5p		Judge Judy Hour	\$200.00	30	1	0	1	0	0	0	0	2	\$400.00	\$0.00	0.0
5	M-F 5p-5:30p		WTVO Ch. 17 News At 5PM	\$750.00	30	0	1	0	1	0	0	0	2	\$1,500.00	\$0.00	0.0
6	M-F 6p-6:30p		Wtvo Ch. 17 News At 6PM	\$450.00	30	0	0	1	0	0	0	0	1	\$450.00	\$0.00	0.0
7	Sa 6p-6:30p		WTVO Ch17-Sat	\$325.00	30	0	0	0	0	0	1	0	1	\$325.00	\$0.00	0.0
8	Su 5:30p-6p		ABC News Sunday	\$750.00	30	0	0	0	0	0	0	1	1	\$750.00	\$0.00	0.0
9	M-F 6:30p-7p		Entertainment Tonight	\$300.00	30	0	1	0	1	0	0	0	2	\$600.00	\$0.00	0.0
10	M-F 10p-10:35p		WTVO Ch17 News 10	\$600.00	30	1	0	0	0	0	0	0	1	\$600.00	\$0.00	0.0
11	Su 10p-10:35p		WTVO Ch17 News 10	\$600.00	30	0	0	0	0	0	0	1	1	\$600.00	\$0.00	0.0
12	M-F 10:35p-11:37p		Jimmy Kimmel Show	\$100.00	30	0	0	1	0	1	0	0	2	\$200.00	\$0.00	0.0
13	M-F 11:37p-12:06a		ABC Nightline	\$75.00	30	0	0	0	1	0	0	0	1	\$75.00	\$0.00	0.0
TOTALS: 2 4 3 4 2 2 2													19	\$6,850.00	\$0.00	0.0

#1452358

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 25338920

Changes as of: 10/21/2016 at 2:31 PM

Version: Current State Version 1

CPE: 148/162/2428

Flight: 10/24/16 - 10/30/16

Station: WTVO

Total \$: \$6,850.00

Agency: STRATEGIC MEDIA SERVICES

Advertiser: Independent Voice for Illinois PAC

Market: Rockford

Total Spots: 19

1911 NORTH FT MYER DRIVE

Product: Issue

Office: WASHINGTON

Total CPE: 50.00

SUITE 400

Agency Order #: 5508271

Primary Demo:

Total GRP:

ARLINGTON, VA 20009

Buyer: Gracy, Ryan

Con Type: POLITICAL/VOTE

Separation:

Salesperson: SHANNON YALLOF  
212-373-8131

Assistant: MICHAEL MENICHINI  
212-373-8291

Separation:

Special Instructions

## Order Level Comments

Date/Time: 10/21/16 2:31 PM Added by: SHANNON YALLOF Comment: Separation: 30

## Competitive Information

Market Budget: \$20,758  
WTVO Share: 33%  
Comment:  
WIFE: 33%  
WQRF: 2%  
WREX: 32%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	19	\$6,850.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>19</b>	<b>\$6,850.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2016-Oct	19	\$6,850.00
<b>Total</b>	<b>19</b>	<b>\$6,850.00</b>

## Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Cng	Contract \$	Comment
Queued for Electronic Contracting	10/21/16 2:41 PM					\$0	\$0	
New	10/21/16 2:31 PM	SHANNON YALLOF	New	19		\$6,850.00	\$6,850.00	

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.