



WTWO  
PO Box 470  
Rockford, IL 61105

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

# Contract # 1448732

<b>Schedule Dates</b>	10/18/16-10/23/16	<b>Date Entered</b>	10/14/16
<b>Advertiser</b>	Independent Voice for Illinois PAC (82662)	<b>Last Modified</b>	10/14/16
<b>Agency</b>	Strategic Media Services Inc (13884)	<b>Entered By</b>	Barb McDermott
<b>Product</b>	Political - Issues / Propositions (1068)	<b>CO-OP</b>	No
<b>Brand</b>	148/162/2154 (568141)	<b>Headline #</b>	ECR25330662
<b>Salesperson</b>	Millennium - Washington D, Washington DC (1421)	<b>Demo</b>	
<b>Sales Office</b>	Millennium - Washington DC	<b>Order Type</b>	Normal
<b>Buyer Name</b>	Ryan, Gracy,	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	148/162/2154	<b>Commission</b>	\$1,335.00
<b>Account Types</b>	National/Political	<b>Net Total</b>	\$7,565.00
<b>Billing Type</b>	Standard	<b>Sales Tax</b>	
<b>Comments</b>	Issue		

<b>Rockford (WTWO)</b>	<b>Spots</b>	<b>Rate</b>
By Broadcast Month	24	\$8,900.00
Oct. 2016	24	\$8,900.00
<b>Grand Total:</b>	<b>24</b>	<b>\$8,900.00</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	10/18/16-10/18/16	3	:30	7A- 8A (CST)			1						1	\$350.00	\$350.00	Rockford (WTWO)	Good Morning America	10/14/16
2.0	Normal Line / SPOT	10/19/16-10/19/16	3	:30	7A- 8A (CST)				1					1	\$350.00	\$350.00	Rockford (WTWO)	Good Morning America	10/14/16
3.0	Normal Line / SPOT	10/21/16-10/21/16	3	:30	7A- 8A (CST)						1			1	\$350.00	\$350.00	Rockford (WTWO)	Good Morning America	10/14/16
4.0	Normal Line / SPOT	10/22/16-10/22/16	3	:30	7A- 8A (CST)							1		1	\$250.00	\$250.00	Rockford (WTWO)	Weekend GMA	10/14/16
5.0	Normal Line / SPOT	10/23/16-10/23/16	3	:30	7A- 8A (CST)								1	1	\$350.00	\$350.00	Rockford (WTWO)	Good Morning Sunday	10/14/16
6.0	Normal Line / SPOT	10/18/16-10/18/16	3	:30	4P- 4:30P (CST)			1						1	\$200.00	\$200.00	Rockford (WTWO)	Judge Judy Hour	10/14/16
7.0	Normal Line / SPOT	10/20/16-10/20/16	3	:30	4P- 4:30P (CST)					1				1	\$200.00	\$200.00	Rockford (WTWO)	Judge Judy Hour	10/14/16
8.0	Normal Line / SPOT	10/19/16-10/19/16	3	:30	4:30P- 5P (CST)				1					1	\$200.00	\$200.00	Rockford (WTWO)	Judge Judy Hour	10/14/16
9.0	Normal Line / SPOT	10/21/16-10/21/16	3	:30	4:30P- 5P (CST)						1			1	\$200.00	\$200.00	Rockford (WTWO)	Judge Judy Hour	10/14/16
10.0	Normal Line / SPOT	10/18/16-10/18/16	3	:30	5P- 5:30P (CST)			1						1	\$750.00	\$750.00	Rockford (WTWO)	WTWO Ch. 17 News At 5PM	10/14/16
11.0	Normal Line / SPOT	10/20/16-10/20/16	3	:30	5P- 5:30P (CST)						1			1	\$750.00	\$750.00	Rockford (WTWO)	WTWO Ch. 17 News At 5PM	10/14/16
12.0	Normal Line / SPOT	10/19/16-10/19/16	3	:30	6P- 6:30P (CST)				1					1	\$450.00	\$450.00	Rockford (WTWO)	WTWO Ch. 17 News At 6PM	10/14/16
13.0	Normal Line / SPOT	10/20/16-10/20/16	3	:30	6P- 6:30P (CST)					1				1	\$450.00	\$450.00	Rockford (WTWO)	WTWO Ch. 17 News At 6PM	10/14/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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 Suite 400  
Arlington, VA 22209

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Salesperson	Millennium - Washington D, Washington DC (1421	Demo	
Sales Office	Millennium - Washington DC	Order Type	Normal
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Phone/Fax	/	Commission %	15.00
CPE	148/162/2154	Commission	\$1,335.00
Account Types	National/Political	Net Total	\$7,565.00
Billing Type	Standard	Sales Tax	
Comments	Issue		

Rockford (WTVO)		
By Broadcast Month	Spots	Rate
Oct. 2016	24	\$8,900.00
Grand Total:	24	\$8,900.00

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	10/22/16-10/22/16	3	:30	6P- 6:30P (CST)							1		1	\$325.00	\$325.00	Rockford (WTVO)	WTVO CH17-Sat	10/14/16
15.0	Normal Line / SPOT	10/23/16-10/23/16	3	:30	5:30P- 6P (CST)								1	1	\$750.00	\$750.00	Rockford (WTVO)	ABC News Sunday	10/14/16
16.0	Normal Line / SPOT	10/18/16-10/18/16	3	:30	6:30P- 7P (CST)			1						1	\$300.00	\$300.00	Rockford (WTVO)	Entertainment Tonight	10/14/16
17.0	Normal Line / SPOT	10/20/16-10/20/16	3	:30	6:30P- 7P (CST)				1					1	\$300.00	\$300.00	Rockford (WTVO)	Entertainment Tonight	10/14/16
18.0	Normal Line / SPOT	10/21/16-10/21/16	3	:30	6:30P- 7P (CST)					1				1	\$300.00	\$300.00	Rockford (WTVO)	Entertainment Tonight	10/14/16
19.0	Normal Line / SPOT	10/19/16-10/19/16	3	:30	10P- 10:35P (CST)				1					1	\$600.00	\$600.00	Rockford (WTVO)	WTVO CH17 News 10	10/14/16
20.0	Normal Line / SPOT	10/21/16-10/21/16	3	:30	10P- 10:35P (CST)					1				1	\$600.00	\$600.00	Rockford (WTVO)	WTVO CH17 News 10	10/14/16
21.0	Normal Line / SPOT	10/23/16-10/23/16	3	:30	10P- 10:30P (CST)						1			1	\$600.00	\$600.00	Rockford (WTVO)	WTVO CH17 News 10	10/14/16
22.0	Normal Line / SPOT	10/19/16-10/19/16	4	:30	10:35P- 11:35P (CST)			1						1	\$100.00	\$100.00	Rockford (WTVO)	Jimmy Kimmel Show	10/14/16
23.0	Normal Line / SPOT	10/21/16-10/21/16	4	:30	10:35P- 11:35P (CST)					1				1	\$100.00	\$100.00	Rockford (WTVO)	Jimmy Kimmel Show	10/14/16
24.0	Normal Line / SPOT	10/20/16-10/20/16	4	:30	11:37P- 12:05A (CST)				1					1	\$75.00	\$75.00	Rockford (WTVO)	ABC Nightline	10/14/16

## 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

#1448732

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25330862		<b>Changes as of:</b> 10/14/2016 at 4:11 PM		<b>Version:</b> Highlighting Revision 1	
<b>CPE:</b> 148/162/2154		<b>Flight:</b> 10/17/16 - 10/23/16		<b>Total \$:</b> \$10,150.00	
<b>Agency:</b> STRATEGIC MEDIA SERVICES		<b>Advertiser:</b> Independent Voice for Illinois PAC		<b>Total Spots:</b> 27	
<b>1911 NORTH FT MYER DRIVE</b>		<b>Product:</b> Issue		<b>Office:</b> WASHINGTON	
<b>SUITE 400</b>		<b>Agency Order #:</b> 5480824		<b>Primary Demo:</b> Adults 35+	
<b>ARLINGTON, VA 20009</b>		<b>Buyer:</b> Gracy, Ryan		<b>Con Type:</b> POLITICAL/NOTE	
		<b>Salesperson:</b> SHANNON YALLOF		<b>Assistant:</b> MICHAEL MENICHINI	
		<b>212-373-8131</b>		<b>Separation:</b>	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/17 - 10/23							Total Spots	Total \$	CPP	GRP
							10/17	10/18	10/19	10/20	10/21	10/22	10/23				
1	M-F 7a-8a		Good Morning America	\$350.00	0	30	0	1	1	0	1	0	0	3	\$1,050.00	\$0.00	0.0
2	Sa 7a-8a		Weekend GMA	\$250.00	0	30	0	0	0	0	0	1	0	1	\$250.00	\$0.00	0.0
3	Su 7a-8a		Good Morning Sunday	\$350.00	0	30	0	0	0	0	0	0	1	1	\$350.00	\$0.00	0.0
4	M-F 4p-4:30p		Judge Judy Hour	\$200.00	0	30	0	1	0	1	0	0	0	2	\$400.00	\$0.00	0.0
5	M-F 5p-5:30p		Judge Judy Hour	\$200.00	0	30	0	0	1	0	1	0	0	3	\$600.00	\$0.00	0.0
6	M-F 6p-6:30p		WTVO Ch. 17 News At 6PM	\$750.00	0	30	0	1	0	1	0	0	0	2	\$1,500.00	\$0.00	0.0
7	M-F 6p-6:30p		Wtvo Ch. 17 News At 6PM	\$450.00	0	30	0	0	1	1	0	0	0	3	\$1,350.00	\$0.00	0.0
8	Sa 6p-6:30p		WTVO Ch17-Sat	\$325.00	0	30	0	0	0	0	0	1	0	1	\$325.00	\$0.00	0.0
9	Su 5:30p-6p		ABC News Sunday	\$750.00	0	30	0	0	0	0	0	0	1	1	\$750.00	\$0.00	0.0
10	M-F 6:30p-7p		Entertainment Tonight	\$300.00	0	30	0	1	0	1	1	0	0	3	\$900.00	\$0.00	0.0
11	M-F 10p-10:35p		WTVO Ch17 News 10	\$600.00	0	30	0	0	1	0	1	0	0	3	\$1,800.00	\$0.00	0.0
12	Su 10p-10:35p		WTVO Ch17 News 10	\$600.00	0	30	0	0	0	0	0	0	1	1	\$600.00	\$0.00	0.0
13	M-F 10:35p-11:37p		Jimmy Kimmel Show	\$100.00	0	30	0	0	1	0	1	0	0	2	\$200.00	\$0.00	0.0
14	M-F 11:37p-12:06a		ABC Nightline	\$75.00	0	30	0	0	0	1	0	0	0	1	\$75.00	\$0.00	0.0
<b>TOTALS:</b>							3	4	5	5	5	2	3	27	\$10,150.00	\$0.00	0.0

Received late

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 25330862 Changes as of: 10/14/2016 at 4:11 PM Version: Highlighting Revision 1

CPE: 148/162/2154 Flight: 10/17/16 - 10/23/16 Station: WTVO Total \$: \$10,150.00

Agency: STRATEGIC MEDIA Advertiser: Independent Voice for Illinois PAC Market: Rockford Total Spots: 27

1911 NORTH FT MYER Drive Product: Issue Office: WASHINGTON Total CPP: \$0.00

SUITE 400 Agency Order #: 5480824 Buyer: Gracy, Ryan Primary Demo: Adults 35+ Total GRP:

ARLINGTON, VA Salesperson: SHANNON YALLOF Assistant: MICHAEL MENICINI Con Type: POLITICAL/VOTE Separation:

212-373-8131 212-373-8291

Special Instructions	
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Date/Time	Added by	Comment
10/14/16 4:11 PM	SHANNON YALLOF	Separation: 30
10/14/16 4:11 PM	SHANNON YALLOF	Separation: 30

Competitive Information	
Market Budget:	\$29,000
WTVO Share:	35%
Comment:	
W/F/R:	31%
WGPR:	8%
WREX:	26%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	27	\$10,150.00	N/A	0.0
Total	100%	27	\$10,150.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	27	\$10,150.00
Total	27	\$10,150.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot#	Spot-	\$ Chg	Contract \$	Comment
Revision	10/14/16 4:11 PM	SHANNON YALLOF	Revised			\$0	\$10,150.00	Changes: User Entered \$ from \$0.00 to \$10,150.00, Demo Meta to [R16].
New	10/14/16 1:02 PM	SHANNON YALLOF	New	27		\$10,150.00	\$10,150.00	

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.