

Revision, Version 5

Agency: US International Media
Office: Sacramento
Client: 1853 - CA for United MediCal
Funding and Accountability
Product: 5667 - Prop

Station:	KRCR-TV
Order Type:	Normal
Cancel Date:	
Received in ePort:	10/19/2016 6:38:13 PM

Flight Start: 10/03/2016
Flight End: 11/13/2016
Hiatus:

Piggyback Product:

Estimate: 36742 - MediCal Funding - Tier 2 TV
- Oct 3 - Nov 8 '16

Airtime Dollars:	\$51,131.00
Interactive Dollars:	\$0.00
Non-Airtime Dollars:	\$0.00
Total Dollars:	\$51,131.00
Total Spots:	361

Primary Demo:	A35+
Demo 2:	A35+
Demo 3:	W35+
GRP:	2200.
CPP:	\$23.2
GIMP:	0
CPM:	\$0.00

Local/National:	Local
Rep Office:	KRCR-TV
AE:	Terri Wilcox
Phone:	
OrderID:	4946397
Status:	Revised Pending Review

MarketShare:

Comments: Rev.10/19/16: revised convert some bookends to :30's
Separation: 8

Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len							Total Spots	A35+			
						10/3	10/10	10/17	10/24	10/31	11/7		Rtg	CPP	Imp	CPM
1	MTuWThF 5A-6A KRCR NW-DYBK@5	EM (15)	\$70.00	C	15	0	0	8	8	8	0	24	2.70	\$25.93		
BOOKENDS																
2	MTuWThF 6A-7A KRCR NW-DYBK@6<	EM (15)	\$125.00	C	15	0	0	10	6	6	0	22	5.10	\$24.51		
BOOKENDS																
3	MTuWThF 7A-9A GD MRN AMR-ABC<	EM (15)	\$125.00	C	15	0	0	10	8	8	0	26	6.60	\$18.94		
BOOKENDS																
4	Su 8A-9A THIS WEEK-ABC	EM (15)	\$17.50	C	15	0	0	0	0	0	0	0	2.80	\$0.00		
BOOKENDS																
5	MTuWThF 9A-10A DOCTORS<	DT	\$32.50	C	15	0	0	10	10	10	0	30	2.30	\$14.13		
BOOKENDS																
6	MTuWThF 5P-5:30P KRCR NWS CH7@5	EN	\$162.50	C	15	0	0	10	6	6	0	22	10.70	\$15.19		
BOOKENDS																
7	MTuWThF 5:30P-6P KRCR NWCH7@530	EN	\$162.50	C	15	0	0	8	6	6	0	20	11.50	\$14.13		
BOOKENDS																

Revision, Version 5 (Page 2)

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Line No	Daypart (Program)	DPT Code	Rate	C/T	Len							Total Spots	A35+			
						10/3	10/10	10/17	10/24	10/31	11/7		Rtg	CPP	Imp	CPM
8	MTuWThF 6:30P-7P KRCR NWCH7@630	EN	\$162.50	C	15	0	0	8	6	6	0	20	9.60	\$16.93		
BOOKENDS																
9	Su 5:30P-6P KRCR NWCH7@530	EN	\$110.00	C	15	0	0	2	2	2	0	6	5.40	\$20.37		
BOOKENDS																
10	Su 6P-6:30P ABC NWS-SUN	EN	\$110.00	C	15	0	0	0	0	0	0	0	6.70	\$0.00		
BOOKENDS																
11	Su 6:30P-7P KRCR NWCH7@630	EN	\$110.00	C	15	0	0	2	2	2	0	6	5.50	\$20.00		
BOOKENDS																
12	MTuWThF 11P-11:30P KRCR NW CH7@11	LN (15)	\$72.50	C	15	0	0	10	10	10	0	30	2.70	\$26.85		
BOOKENDS																
13	Sa 11P-11:30P KRCR NW CH7@11	LN (15)	\$62.50	C	15	0	0	2	2	2	0	6	3.40	\$18.38		
BOOKENDS																
14	Su 11P-11:30P KRCR NW CH7@11	LN (15)	\$62.50	C	15	0	0	2	2	2	0	6	2.20	\$28.41		
BOOKENDS																
15	Sa 7A-8A GD MRN-SAT-ABC	EM (15)	\$40.00	C	15	0	0	4	4	4	0	12	3.50	\$11.43		
BOOKENDS																
16	Su 7A-8A GD MRN-SUN-ABC	EM (15)	\$35.00	C	15	0	0	4	4	4	0	12	3.30	\$10.61		
BOOKENDS																
17	MTu 5A-6A KRCR NW-DYBK@5	EM (15)	\$70.00	C	15	0	0	0	0	0	4	4	2.80	\$25.00		
BOOKENDS																
18	MTu 6A-7A KRCR NW-DYBK@6<	EM (15)	\$125.00	C	15	0	0	0	0	0	2	2	5.10	\$24.51		
BOOKENDS																
19	MTu 7A-9A GD MRN AMR-ABC<	EM (15)	\$125.00	C	15	0	0	0	0	0	0	0	6.90	\$0.00		
BOOKENDS																
21	M 5P-5:30P KRCR NWS CH7@5	EN	\$162.50	C	15	0	0	0	0	0	2	2	10.40	\$15.62		
BOOKENDS																
22	M 5:30P-6P KRCR NWCH7@530	EN	\$162.50	C	15	0	0	0	0	0	2	2	10.20	\$15.93		
BOOKENDS																

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Line	Daypart	DPT										Total	A35+			
No	(Program)	Code	Rate	C/T	Len	10/3	10/10	10/17	10/24	10/31	11/7	Spots	Rtg	CPP	Imp	CPM
23	M 6:30P-7P KRCR NWCH7@630	EN	\$162.50	C	15	0	0	0	0	0	2	2	8.90	\$18.26		
BOOKENDS																
24	M 11P-11:30P KRCR NW CH7@11	LN (15)	\$72.50	C	15	0	0	0	0	0	2	2	3.20	\$22.66		
BOOKENDS																
25	MTuWThF 6A-7A KRCR NW- DYBK@6<	EM	\$250.00	C	30	4	4	0	2	2	0	12	5.10	\$49.02		
26	MTuWThF 7A-9A GD MRN AMR-ABC<	EM	\$250.00	C	30	5	5	0	1	1	0	12	6.60	\$37.88		
27	Su 8A-9A THIS WEEK-ABC	EM	\$36.00	C	30	0	0	0	0	0	0	0	2.80	\$0.00		
28	MTuWThF 5P-5:30P KRCR NWS CH7@5	EN	\$325.00	C	30	5	5	0	2	2	0	14	10.70	\$30.37		
29	MTuWThF 5:30P-6P KRCR NWCH7@530	EN	\$325.00	C	30	3	5	0	2	2	0	12	11.50	\$28.26		
30	MTuWThF 6:30P-7P KRCR NWCH7@630	EN	\$325.00	C	30	4	5	0	2	2	0	13	9.60	\$33.85		
31	Su 5:30P-6P KRCR NWCH7@530	EN	\$218.00	C	30	0	1	0	0	0	0	1	5.40	\$40.37		
32	Su 6P-6:30P ABC NWS-SUN	EN	\$220.00	C	30	0	0	0	1	1	0	2	6.70	\$32.84		
33	Su 6:30P-7P KRCR NWCH7@630	EN	\$220.00	C	30	0	1	0	0	0	0	1	5.50	\$40.00		
34	MTuWThF 11P- 11:30P KRCR NW CH7@11	LN	\$145.00	C	30	5	5	0	0	0	0	10	2.70	\$53.70		
35	Sa 11P-11:30P KRCR NW CH7@11	LN	\$125.00	C	30	1	1	0	0	0	0	2	3.40	\$36.76		
36	Su 11P-11:30P KRCR NW CH7@11	LN	\$125.00	C	30	1	1	0	0	0	0	2	2.20	\$56.82		
37	Sa 7A-8A GD MRN-SAT-ABC	EM	\$80.00	C	30	2	2	0	0	0	0	4	3.50	\$22.86		
38	Su 7A-8A GD MRN-SUN-ABC	EM	\$70.00	C	30	2	2	0	0	0	0	4	3.30	\$21.21		
39	MTuWThF 5A-6A KRCR NW DYBK@5A	EN	\$140.00	C	30	1	1	0	0	0	0	2	2.80	\$50.00		
Rate Correction - Section 1 Rate is \$75 for This Week																
40	Su 5P-5:30P KRCR NWCH7@630	EN	\$220.00	C	30	1	0	0	0	0	0	1	5.50	\$40.00		
41	Su 5:30P-6P ABC NWS SUNDAY	EN	\$220.00	C	30	1	0	0	0	0	0	1	6.70	\$32.84		

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Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/3	10/10	10/17	10/24	10/31	11/7	Total Spots	A35+			
													Rtg	CPP	Imp	CPM
42	Th 5:30P-6P KRCR NEWS CH7 @ 5:30P	EN	\$162.50	C	15	0	0	2	0	0	0	2	11.50	\$14.13		
43	F 6:30P-7P KRCR NEWS CH 7 @ 6:30P	EN	\$325.00	C	30	0	1	0	0	0	0	1	9.50	\$34.21		
44	W 5P-5:30P KRCR NEWS SPEC ED @ 5:00PM	EN	\$162.50	C	15	0	0	2	0	0	0	2	10.00	\$16.25		
45	W 4:30P-5P KRCR NEWS SPEC ED @ 4:30P	EN	\$166.50	C	15	0	0	2	0	0	0	2	9.00	\$18.50		
46	F 5:30P-6P KRCR NEWS CH7 @ 5:30P	EN	\$325.00	C	30	0	1	0	0	0	0	1	11.50	\$28.26		
47	Th 6:30P-7P KRCR NEWS CH7 @ 6:30P	EN	\$325.00	C	30	0	1	0	0	0	0	1	9.50	\$34.21		
48	Th 5:30P-6P KRCR NEWCH 7 @ 5:30P	EN	\$325.00	C	30	0	1	0	0	0	0	1	11.50	\$28.26		
49	MTu 7A-9A GD MRN AMR-ABC<	EM	\$250.00	C	30	0	0	0	0	0	2	2	6.90	\$36.23		
Total Spots:						35	42	96	86	86	16					
Total GRP:						227.5	300.8	585.6	493.1	493.1	100.6					
Cash\$ - Spots: \$51,131.00 - 361 Trade\$ - Spots: \$0.00 - 0 Total Cost: \$51,131.00 Total GRP - CPP: 2200.7 - \$23.23 Total GIMP(000) - CPM: 0 - \$0.00																



KRCR TV
755 Auditorium Drive
Redding, CA 96001

US International Media
"PICK AN ADDRESS"
"PICK A CITY",

Contract # 227707

Schedule Dates 10/03/16-11/08/16
Advertiser CA For United MediCal Funding & Accountability (5
Agency US International Media (1548)
Product Issue Advertising (1119)
Brand 36742-MediCal Funding-Tier 2 TV (99312)
Salesperson Wilcox, Terri (1235)
Sales Office KRCR
Buyer Name Afghari, Kelley
Phone/Fax (916) 492-6011 / (916) 492-6012
CPE 1853/5667-Prop/36742
Account Types Local/Political Issue
Billing Type Standard
Comments

Date Entered 04/18/16
Last Modified 10/20/16
Entered By Terri Wilcox
CO-OP No
Headline #
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,637.25
Net Total \$43,277.75
Sales Tax

Redding ABC (KRCR)

By Broadcast Month	Spots	Rate
Oct. 2016	172	\$38,570.00
Nov. 2016	57	\$12,345.00
Grand Total:	229	\$50,915.00

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
1.0	Normal Line / SPOT(B/E)	10/17/16-11/04/16	7	:15/:15	5A- NEWS CH 7: DAYBREAK 5 AM	4	X	X	X	X	X			11	\$140.00	\$1,540.00	Redding ABC (KRCR)		4/18/16
1.0.1	Closed Preempt	10/17/16															Redding ABC (KRCR)	Advertiser Instructions/Spot - :15 NOT READY. TURNED TO :30.	
1.0.1	Revised Line / SPOT(B/E)	10/17/16-11/04/16	7	:15/:15	5:58A- NEWS CH 7: DAYBREAK 6 AM		1	1	1	1	1						Redding ABC (KRCR)		4/18/16
3.1	End Dated Line / SPOT(B/E)	10/17/16-10/21/16	7	:15/:15	5:58A- NEWS CH 7: DAYBREAK 6 AM		1	1	1	1	1			4	\$250.00	\$1,000.00	Redding ABC (KRCR)		10/20/16
3.1.1	Closed Preempt	10/17/16															Redding ABC (KRCR)	Advertiser Instructions/Spot - :15 NOT READY. TURNED TO :30.	
6.0	Normal Line / SPOT(B/E)	10/17/16-11/04/16	7	:15/:15	9A- DOCTORS		1	1	1	1	1			14	\$65.00	\$910.00	Redding ABC (KRCR)		4/18/16
6.0.1	Closed Preempt	10/17/16															Redding ABC (KRCR)	Advertiser Instructions/Spot - :15 NOT READY. TURNED TO :30.	
7.0	Revised Line / SPOT(B/E)	10/03/16-11/04/16	7	:15/:15	4:59P- NEWS CH 7 AT 5 PM		1	1	1	1	1						Redding ABC (KRCR)		4/18/16
7.1	Revised Line / SPOT(B/E)	10/17/16-11/04/16	7	:15/:15	4:59P- NEWS CH 7 AT 5 PM		1	1	1	1	1						Redding ABC (KRCR)		9/26/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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"PICK AN ADDRESS"
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Contract # 227707

Schedule Dates 10/03/16-11/08/16
Advertiser CA For United MediCal Funding & Accountability (5
Agency US International Media (1548)
Product Issue Advertising (1119)
Brand 36742-MediCal Funding-Tier 2 TV (99312)
Salesperson Wilcox, Terri (1235)
Sales Office KRCR
Buyer Name Afghari, Kelley
Phone/Fax (916) 492-6011 / (916) 492-6012
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Account Types Local/Political Issue
Billing Type Standard
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Entered By Terri Wilcox
CO-OP No
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Demo A35+R
Order Type Normal
Package Deal
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Commission \$7,637.25
Net Total \$43,277.75
Sales Tax

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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
7.2	End Dated Line / SPOT(B/E)	10/17/16-10/21/16	7	:15/:15	4:59P- NEWS CH 7 AT 5 PM		1	1	1	1	1			4	\$325.00	\$1,300.00	Redding ABC (KRCR)		10/20/16
7.2.1	Closed Preempt	10/17/16															Redding ABC (KRCR)	Advertiser Instructions/Spot --:15 NOT READY. TURNED TO :30.	
8.1	Revised Line / SPOT(B/E)	10/03/16-11/04/16	7	:15/:15	5:30P- NEWS CH 7 AT 5:30 PM		1	1	1	1	1						Redding ABC (KRCR)		4/18/16
8.1.1	Revised Line / SPOT(B/E)	10/17/16-11/04/16	7	:15/:15	5:30P- NEWS CH 7 AT 5:30 PM		1	1	1	1	1						Redding ABC (KRCR)		9/26/16
8.2	End Dated Line / SPOT(B/E)	10/17/16-10/21/16	7	:15/:15	5:30P- NEWS CH 7 AT 5:30 PM		1	1	1	1	1			3	\$325.00	\$975.00	Redding ABC (KRCR)		10/20/16
8.2.1	Closed Preempt	10/19/16															Redding ABC (KRCR)	Schedule Change/Exception - pres debate 6-8p	
8.2.2	Closed Preempt	10/17/16															Redding ABC (KRCR)	Advertiser Instructions/Spot --:15 NOT READY. TURNED TO :30.	
9.1	Revised Line / SPOT(B/E)	10/03/16-11/04/16	7	:15/:15	6:28P- NEWS CH 7 AT 6:30 PM		1	1	1	1	1						Redding ABC (KRCR)		4/18/16
9.1.1	Revised Line / SPOT(B/E)	10/17/16-11/04/16	7	:15/:15	6:28P- NEWS CH 7 AT 6:30 PM		1	1	1	1	1						Redding ABC (KRCR)		9/26/16

CONFIRMATION CONTRACT

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Headline #
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Package Deal
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9.2	End Dated Line / SPOT(B/E)	10/17/16-10/21/16	7	:15/:15	6:28P- NEWS CH 7 AT 6:30 PM	1	1	1	1	1				3	\$325.00	\$975.00	Redding ABC (KRCR)		10/20/16
9.2.1	Closed Preempt	10/19/16															Redding ABC (KRCR)	Schedule Change/Exception - pres debate 6-8p	
9.2.2	Closed Preempt	10/17/16															Redding ABC (KRCR)	Advertiser Instructions/Spot :15 NOT READY. TURNED TO :30.	
10.1	Revised Line / SPOT(B/E)	10/09/16-11/06/16	7	:15/:15	5:27P- NEWS CH 7 AT 5:30 PM	1							X				Redding ABC (KRCR)		4/18/16
10.1	Normal Line / SPOT(B/E)	10/23/16-11/06/16	7	:15/:15	5:27P- NEWS CH 7 AT 5:30 PM	1							X	3	\$220.00	\$660.00	Redding ABC (KRCR)		9/26/16
11.1	Revised Line / SPOT(B/E)	10/09/16-11/06/16	7	:15/:15	6P- WORLD NEWS: SUNDAY	1							X				Redding ABC (KRCR)		4/18/16
11.1	Normal Line / SPOT(B/E)	10/23/16-11/06/16	7	:15/:15	6P- WORLD NEWS: SUNDAY	1							X	1	\$220.00	\$220.00	Redding ABC (KRCR)		9/26/16
11.1.1	Closed Preempt	10/30/16															Redding ABC (KRCR)	Schedule Change/Exception - PGM CHG WORLD SERIES GAME 5 5 TO 8P	
11.1.2	Preempt	10/23/16															Redding ABC (KRCR)	Pre-Empt/Exception - sold out/low rate	

CONFIRMATION CONTRACT

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Agency US International Media (1548)
Product Issue Advertising (1119)
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Sales Office KRCR
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Headline #
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12.1	Normal Line / SPOT(B/E)	10/23/16-11/06/16	7	:15/:15	6:30P- NEWS CH 7 AT 6:30 PM	1							X	3	\$220.00	\$660.00	Redding ABC (KRCR)		9/26/16
13.0	Revised Line / SPOT(B/E)	10/03/16-11/04/16	7	:15/:15	10:59P- NEWS CH 7 AT 11 PM		1	1	1	1	1						Redding ABC (KRCR)		4/18/16
13.1	Normal Line / SPOT(B/E)	10/17/16-11/04/16	7	:15/:15	10:59P- NEWS CH 7 AT 11 PM		1	1	1	1	1			14	\$145.00	\$2,030.00	Redding ABC (KRCR)		9/28/16
14.1.1	Closed Preempt	10/17/16															Redding ABC (KRCR)	Advertiser Instructions/Spot --:15 NOT READY. TURNED TO :30.	
14.0	Revised Line / SPOT(B/E)	10/08/16-11/05/16	7	:15/:15	11P- NEWS CH 7: SATURDAY 11 PM	1						X					Redding ABC (KRCR)		4/18/16
14.1	Normal Line / SPOT(B/E)	10/22/16-11/05/16	7	:15/:15	11P- NEWS CH 7: SATURDAY 11 PM	1						X		3	\$125.00	\$375.00	Redding ABC (KRCR)		9/26/16
15.0	Revised Line / SPOT(B/E)	10/09/16-11/06/16	7	:15/:15	11P- NEWS CH 7: SUNDAY 11 PM	1							X				Redding ABC (KRCR)		4/18/16
15.1	Normal Line / SPOT(B/E)	10/23/16-11/06/16	7	:15/:15	11P- NEWS CH 7: SUNDAY 11 PM	1							X	3	\$125.00	\$375.00	Redding ABC (KRCR)		9/26/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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KRCR TV
755 Auditorium Drive
Redding, CA 96001

US International Media
"PICK AN ADDRESS"
"PICK A CITY",

Contract # 227707

Schedule Dates 10/03/16-11/08/16
Advertiser CA For United MediCal Funding & Accountability (5
Agency US International Media (1548)
Product Issue Advertising (1119)
Brand 36742-MediCal Funding-Tier 2 TV (99312)
Salesperson Wilcox, Terri (1235)
Sales Office KRCR
Buyer Name Afghari, Kelley
Phone/Fax (916) 492-6011 / (916) 492-6012
CPE 1853/5667-Prop/36742
Account Types Local/Political Issue
Billing Type Standard
Comments

Date Entered 04/18/16
Last Modified 10/20/16
Entered By Terri Wilcox
CO-OP No
Headline #
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,637.25
Net Total \$43,277.75
Sales Tax

Redding ABC (KRCR)

By Broadcast Month	Spots	Rate
Oct. 2016	172	\$38,570.00
Nov. 2016	57	\$12,345.00
Grand Total:	229	\$50,915.00

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
16.0	Revised Line / SPOT(B/E)	10/08/16-11/05/16	7	:15/:15	7A- GOOD MORNING AMERICA SAT/SUN	2						X					Redding ABC (KRCR)		4/18/16
16.1	Normal Line / SPOT(B/E)	10/22/16-11/05/16	7	:15/:15	7A- GOOD MORNING AMERICA SAT/SUN	2						X		6	\$80.00	\$480.00	Redding ABC (KRCR)		9/26/16
17.0	Revised Line / SPOT(B/E)	10/09/16-11/06/16	7	:15/:15	7A- GOOD MORNING AMERICA SAT/SUN	2							X				Redding ABC (KRCR)		4/18/16
17.1	Normal Line / SPOT(B/E)	10/23/16-11/06/16	7	:15/:15	7A- GOOD MORNING AMERICA SAT/SUN	2							X	6	\$70.00	\$420.00	Redding ABC (KRCR)		9/26/16
18.0	Normal Line / SPOT(B/E)	11/07/16-11/08/16	7	:15/:15	5A- NEWS CH 7: DAYBREAK 5 AM		1	1						2	\$140.00	\$280.00	Redding ABC (KRCR)		4/18/16
19.0	Normal Line / SPOT(B/E)	11/07/16-11/08/16	7	:15/:15	5:58A- NEWS CH 7: DAYBREAK 6 AM	1	X	X						1	\$250.00	\$250.00	Redding ABC (KRCR)		4/18/16
20.0	Revised Line / SPOT(B/E)	11/07/16-11/08/16	7	:15/:15	7A- GOOD MORNING AMERICA		1	1									Redding ABC (KRCR)		4/18/16
20.1	Normal Line / SPOT	11/07/16-11/08/16	1	:30	7A- GOOD MORNING AMERICA		1	1						2	\$250.00	\$500.00	Redding ABC (KRCR)		10/20/16
21.0	Normal Line / SPOT(B/E)	11/07/16-11/07/16	7	:15/:15	4:59P- NEWS CH 7 AT 5 PM	1	X							1	\$325.00	\$325.00	Redding ABC (KRCR)		4/18/16

CONFIRMATION CONTRACT

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US International Media
"PICK AN ADDRESS"
"PICK A CITY",

Contract # 227707

Schedule Dates 10/03/16-11/08/16
Advertiser CA For United MediCal Funding & Accountability (\$
Agency US International Media (1548)
Product Issue Advertising (1119)
Brand 36742-MediCal Funding-Tier 2 TV (99312)
Salesperson Wilcox, Terri (1235)
Sales Office KRCR
Buyer Name Afghari, Kelley
Phone/Fax (916) 492-6011 / (916) 492-6012
CPE 1853/5667-Prop/36742
Account Types Local/Political Issue
Billing Type Standard
Comments

Date Entered 04/18/16
Last Modified 10/20/16
Entered By Terri Wilcox
CO-OP No
Headline #
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,637.25
Net Total \$43,277.75
Sales Tax

Redding ABC (KRCR)

By Broadcast Month	Spots	Rate
Oct. 2016	172	\$38,570.00
Nov. 2016	57	\$12,345.00
Grand Total:	229	\$50,915.00

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
22.0	Normal Line / SPOT(B/E)	11/07/16-11/07/16	7	:15/:15	5:30P- NEWS CH 7 AT 5:30 PM	1	X							1	\$325.00	\$325.00	Redding ABC (KRCR)		4/18/16
23.0	Normal Line / SPOT(B/E)	11/07/16-11/07/16	7	:15/:15	6:28P- NEWS CH 7 AT 6:30 PM	1	X							1	\$325.00	\$325.00	Redding ABC (KRCR)		4/18/16
24.0	Normal Line / SPOT(B/E)	11/07/16-11/07/16	7	:15/:15	10:59P- NEWS CH 7 AT 11 PM	1	X							1	\$145.00	\$145.00	Redding ABC (KRCR)		4/18/16
25.0	Revised Line / SPOT(B/E)	10/17/16-11/04/16	7	:15/:15	7A- GOOD MORNING AMERICA		1	1	1	1	1						Redding ABC (KRCR)		9/26/16
25.1	End Dated Line / SPOT(B/E)	10/17/16-10/21/16	7	:15/:15	7A- GOOD MORNING AMERICA		1	1	1	1	1			4	\$250.00	\$1,000.00	Redding ABC (KRCR)		10/20/16
25.1.1	Closed Preempt	10/17/16															Redding ABC (KRCR)	Advertiser Instructions/Spot --:15 NOT READY, TURNED TO :30.	
28.0	Normal Line / SPOT	10/03/16-10/14/16	1	:30	5:58A- NEWS CH 7: DAYBREAK 6 AM	4	X	X	X	X	X			8	\$250.00	\$2,000.00	Redding ABC (KRCR)		9/26/16
29.0	Normal Line / SPOT	10/03/16-10/14/16	1	:30	7A- GOOD MORNING AMERICA		1	1	1	1	1			10	\$250.00	\$2,500.00	Redding ABC (KRCR)		9/26/16
30.0	Normal Line / SPOT	10/03/16-10/14/16	1	:30	5P- NEWS CH 7 AT 5 PM		1	1	1	1	1			10	\$325.00	\$3,250.00	Redding ABC (KRCR)		9/26/16

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"PICK AN ADDRESS"
"PICK A CITY",

Contract # 227707

Schedule Dates 10/03/16-11/08/16
Advertiser CA For United MediCal Funding & Accountability (5
Agency US International Media (1548)
Product Issue Advertising (1119)
Brand 36742-MediCal Funding-Tier 2 TV (99312)
Salesperson Wilcox, Terri (1235)
Sales Office KRCR
Buyer Name Afghari, Kelley
Phone/Fax (916) 492-6011 / (916) 492-6012
CPE 1853/5667-Prop/36742
Account Types Local/Political Issue
Billing Type Standard
Comments

Date Entered 04/18/16
Last Modified 10/20/16
Entered By Terri Wilcox
CO-OP No
Headline #
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,637.25
Net Total \$43,277.75
Sales Tax

Redding ABC (KRCR)

By Broadcast Month	Spots	Rate
Oct. 2016	172	\$38,570.00
Nov. 2016	57	\$12,345.00
Grand Total:	229	\$50,915.00

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
31.0	Normal Line / SPOT	10/03/16-10/14/16	1	:30	5:30P- NEWS CH 7 AT 5:30 PM		1	1	1	1	1			8	\$325.00	\$2,600.00	Redding ABC (KRCR)		9/26/16
31.0.1	Closed Preempt	10/04/16															Redding ABC (KRCR)	Schedule Change/Exception - vice pres debate	
31.0.2	Closed Preempt	10/05/16															Redding ABC (KRCR)	Technical Difficulty/Spot -	
32.0	Normal Line / SPOT	10/03/16-10/14/16	1	:30	6:30P- NEWS CH 7 AT 6:30 PM		1	1	1	1	1			9	\$325.00	\$2,925.00	Redding ABC (KRCR)		9/26/16
32.0.1	Closed Preempt	10/04/16															Redding ABC (KRCR)	Schedule Change/Exception - vice pres debate	
33.0	Normal Line / SPOT	10/16/16-10/16/16	1	:30	6P- WORLD NEWS: SUNDAY	1							X		\$220.00		Redding ABC (KRCR)		9/26/16
33.0.1	Closed Preempt	10/16/16															Redding ABC (KRCR)	No Avail/Exception - ALREADY X2 POLITICAL IN THE BREAK	
34.0	Normal Line / SPOT	10/16/16-10/16/16	1	:30	6:30P- NEWS CH 7 AT 6:30 PM	1							X	1	\$220.00	\$220.00	Redding ABC (KRCR)		9/26/16
35.0	Normal Line / SPOT	10/03/16-10/14/16	1	:30	10:59P- NEWS CH 7 AT 11 PM		1	1	1	1	1			10	\$145.00	\$1,450.00	Redding ABC (KRCR)		9/26/16

CONFIRMATION CONTRACT

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US International Media
"PICK AN ADDRESS"
"PICK A CITY",

Contract # 227707

Schedule Dates 10/03/16-11/08/16
Advertiser CA For United MediCal Funding & Accountability (\$
Agency US International Media (1548)
Product Issue Advertising (1119)
Brand 36742-MediCal Funding-Tier 2 TV (99312)
Salesperson Wilcox, Terri (1235)
Sales Office KRCR
Buyer Name Afghari, Kelley
Phone/Fax (916) 492-6011 / (916) 492-6012
CPE 1853/5667-Prop/36742
Account Types Local/Political Issue
Billing Type Standard
Comments

Date Entered 04/18/16
Last Modified 10/20/16
Entered By Terri Wilcox
CO-OP No
Headline #
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,637.25
Net Total \$43,277.75
Sales Tax

Redding ABC (KRCR)

By Broadcast Month	Spots	Rate
Oct. 2016	172	\$38,570.00
Nov. 2016	57	\$12,345.00
Grand Total:	229	\$50,915.00

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
36.0	Normal Line / SPOT	10/08/16-10/15/16	1	:30	11P- NEWS CH 7: SATURDAY 11 PM	1						X		2	\$125.00	\$250.00	Redding ABC (KRCR)		9/26/16
37.0	Normal Line / SPOT	10/09/16-10/16/16	1	:30	11P- NEWS CH 7: SUNDAY 11 PM	1							X	2	\$125.00	\$250.00	Redding ABC (KRCR)		9/26/16
38.0	Normal Line / SPOT	10/08/16-10/15/16	1	:30	7A- GOOD MORNING AMERICA SAT/SUN	2						X		4	\$80.00	\$320.00	Redding ABC (KRCR)		9/26/16
39.0	Normal Line / SPOT	10/09/16-10/16/16	1	:30	7A- GOOD MORNING AMERICA SAT/SUN	2							X	4	\$70.00	\$280.00	Redding ABC (KRCR)		9/26/16
40.0	Normal Line / SPOT	10/16/16-10/16/16	1	:30	5:27P- NEWS CH 7 AT 5:30 PM	1							X	1	\$220.00	\$220.00	Redding ABC (KRCR)		9/26/16
41.0	Normal Line / SPOT	10/09/16-10/09/16	1	:30	5:30P- WORLD NEWS: SUNDAY	1							X	1	\$220.00	\$220.00	Redding ABC (KRCR)		9/30/16
42.0	Normal Line / SPOT	10/09/16-10/09/16	1	:30	5P- NEWS CH. 7 SPECIAL EDITION	1							X	1	\$220.00	\$220.00	Redding ABC (KRCR)		9/30/16
43.0	Normal Line / SPOT	10/04/16-10/14/16	1	:30	5A- NEWS CH 7: DAYBREAK 5 AM	1	X	X	X	X	X			2	\$140.00	\$280.00	Redding ABC (KRCR)		10/2/16
44.0	Normal Line / SPOT	10/09/16-10/09/16	1	:30	5:30P- NEWS CH 7 AT 5:30 PM	1							X		\$220.00		Redding ABC (KRCR)		10/2/16

CONFIRMATION CONTRACT

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KRCR TV
755 Auditorium Drive
Redding, CA 96001

US International Media
"PICK AN ADDRESS"
"PICK A CITY",

Contract # 227707

Schedule Dates 10/03/16-11/08/16
Advertiser CA For United MediCal Funding & Accountability (5
Agency US International Media (1548)
Product Issue Advertising (1119)
Brand 36742-MediCal Funding-Tier 2 TV (99312)
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Sales Office KRCR
Buyer Name Afghari, Kelley
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CPE 1853/5667-Prop/36742
Account Types Local/Political Issue
Billing Type Standard
Comments

Date Entered 04/18/16
Last Modified 10/20/16
Entered By Terri Wilcox
CO-OP No
Headline #
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,637.25
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Redding ABC (KRCR)

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Oct. 2016	172	\$38,570.00
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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
44.0.1	Closed Preempt	10/09/16															Redding ABC (KRCR)	Schedule Change/Exception - DEBATE NIGHT - NEWS @ 4:30P-5:30P	
45.0	M/G For 31.0.1 / SPOT	10/13/16-10/13/16	1	:30	5:30P- NEWS CH 7 AT 5:30 PM	1				X				1	\$325.00	\$325.00	Redding ABC (KRCR)		10/12/16
46.0	M/G For 32.0.1 / SPOT	10/13/16-10/13/16	1	:30	6:28P- NEWS CH 7 AT 6:30 PM	1				X				1	\$325.00	\$325.00	Redding ABC (KRCR)		10/12/16
47.0	M/G For 31.0.2 / SPOT	10/14/16-10/14/16	1	:30	5:30P- NEWS CH 7 AT 5:30 PM	1					X			1	\$325.00	\$325.00	Redding ABC (KRCR)		10/12/16
48.0	M/G For 8.1.1 / SPOT(B/E)	10/19/16-10/19/16	7	:15/:15	4:30P- NEWS CH. 7 SPECIAL EDITION	1			X					1	\$335.00	\$335.00	Redding ABC (KRCR)		10/12/16
49.0	M/G For 9.1.1 / SPOT(B/E)	10/19/16-10/19/16	7	:15/:15	5P- NEWS CH 7 AT 5 PM	1			X					1	\$325.00	\$325.00	Redding ABC (KRCR)		10/12/16
50.0	M/G For 11.1.1 / SPOT(B/E)	10/20/16-10/20/16	7	:15/:15	5:30P- NEWS CH 7 AT 5:30 PM	1				X				1	\$325.00	\$325.00	Redding ABC (KRCR)		10/12/16
51.0	M/G For 33.0.1 / SPOT	10/14/16-10/14/16	1	:30	6:28P- NEWS CH 7 AT 6:30 PM	1					X			1	\$325.00	\$325.00	Redding ABC (KRCR)		10/12/16
52.0	M/G For 1.0.1 / SPOT	10/17/16-10/17/16	1	:30	5A- NEWS CH 7: DAYBREAK 5 AM		1							1	\$140.00	\$140.00	Redding ABC (KRCR)		10/14/16

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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US International Media
"PICK AN ADDRESS"
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Contract # 227707

Schedule Dates 10/03/16-11/08/16
Advertiser CA For United MediCal Funding & Accountability (5
Agency US International Media (1548)
Product Issue Advertising (1119)
Brand 36742-MediCal Funding-Tier 2 TV (99312)
Salesperson Wilcox, Terri (1235)
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Phone/Fax (916) 492-6011 / (916) 492-6012
CPE 1853/5667-Prop/36742
Account Types Local/Political Issue
Billing Type Standard
Comments

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Last Modified 10/20/16
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CO-OP No
Headline #
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Order Type Normal
Package Deal
Commission % 15.00
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Redding ABC (KRCR)

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Oct. 2016	172	\$38,570.00
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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
53.0	M/G For 3.0.1 / SPOT	10/17/16-10/17/16	1	:30	5:58A- NEWS CH 7: DAYBREAK 6 AM		1							1	\$250.00	\$250.00	Redding ABC (KRCR)		10/14/16
54.0	M/G For 6.0.1 / SPOT	10/17/16-10/17/16	1	:30	9A- DOCTORS		1							1	\$65.00	\$65.00	Redding ABC (KRCR)		10/14/16
55.0	M/G For 7.1.1 / SPOT	10/17/16-10/17/16	1	:30	4:59P- NEWS CH 7 AT 5 PM		1							1	\$325.00	\$325.00	Redding ABC (KRCR)		10/14/16
56.0	M/G For 8.1.2 / SPOT	10/17/16-10/17/16	1	:30	5:30P- NEWS CH 7 AT 5:30 PM		1							1	\$325.00	\$325.00	Redding ABC (KRCR)		10/14/16
57.0	M/G For 9.1.2 / SPOT	10/17/16-10/17/16	1	:30	6:28P- NEWS CH 7 AT 6:30 PM		1							1	\$325.00	\$325.00	Redding ABC (KRCR)		10/14/16
58.0	M/G For 13.1.1 / SPOT	10/17/16-10/17/16	1	:30	10:59P- NEWS CH 7 AT 11 PM		1							1	\$145.00	\$145.00	Redding ABC (KRCR)		10/14/16
59.0	M/G For 25.0.1 / SPOT	10/17/16-10/17/16	1	:30	7A- GOOD MORNING AMERICA		1							1	\$250.00	\$250.00	Redding ABC (KRCR)		10/14/16
60.0	Normal Line / SPOT	10/24/16-10/28/16	1	:30	5:58A- NEWS CH 7: DAYBREAK 6 AM	2	X	X	X	X	X			2	\$250.00	\$500.00	Redding ABC (KRCR)		10/20/16
61.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	5:58A- NEWS CH 7: DAYBREAK 6 AM	2	X	X	X	X	X			2	\$250.00	\$500.00	Redding ABC (KRCR)		10/20/16
62.0	Normal Line / SPOT	10/24/16-10/28/16	1	:30	7A- GOOD MORNING AMERICA	1	X	X	X	X	X			1	\$250.00	\$250.00	Redding ABC (KRCR)		10/20/16

CONFIRMATION CONTRACT

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US International Media
"PICK AN ADDRESS"
"PICK A CITY",

Contract # 227707

Schedule Dates 10/03/16-11/08/16
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Product Issue Advertising (1119)
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Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,637.25
Net Total \$43,277.75
Sales Tax

Redding ABC (KRCR)

By Broadcast Month	Spots	Rate
Oct. 2016	172	\$38,570.00
Nov. 2016	57	\$12,345.00
Grand Total:	229	\$50,915.00

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
63.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	7A- GOOD MORNING AMERICA	1	X	X	X	X	X			1	\$250.00	\$250.00	Redding ABC (KRCR)		10/20/16
64.0	Normal Line / SPOT	10/24/16-10/28/16	1	:30	4:59P- NEWS CH 7 AT 5 PM	2	X	X	X	X	X			2	\$325.00	\$650.00	Redding ABC (KRCR)		10/20/16
65.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	4:59P- NEWS CH 7 AT 5 PM	2	X	X	X	X	X			2	\$325.00	\$650.00	Redding ABC (KRCR)		10/20/16
66.0	Normal Line / SPOT	10/24/16-10/28/16	1	:30	5:30P- NEWS CH 7 AT 5:30 PM	2	X	X	X	X	X			2	\$325.00	\$650.00	Redding ABC (KRCR)		10/20/16
67.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	5:30P- NEWS CH 7 AT 5:30 PM	2	X	X	X	X	X			2	\$325.00	\$650.00	Redding ABC (KRCR)		10/20/16
68.0	Normal Line / SPOT	10/24/16-10/28/16	1	:30	6:28P- NEWS CH 7 AT 6:30 PM	2	X	X	X	X	X			2	\$325.00	\$650.00	Redding ABC (KRCR)		10/20/16
69.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	6:28P- NEWS CH 7 AT 6:30 PM	2	X	X	X	X	X			2	\$325.00	\$650.00	Redding ABC (KRCR)		10/20/16
70.0	Normal Line / SPOT(B/E)	10/24/16-11/04/16	7	:15/:15	5:58A- NEWS CH 7: DAYBREAK 6 AM	3	X	X	X	X	X			6	\$250.00	\$1,500.00	Redding ABC (KRCR)		10/20/16
71.0	Normal Line / SPOT(B/E)	10/24/16-11/04/16	7	:15/:15	4:59P- NEWS CH 7 AT 5 PM	3	X	X	X	X	X			6	\$325.00	\$1,950.00	Redding ABC (KRCR)		10/20/16
72.0	Normal Line / SPOT(B/E)	10/24/16-11/04/16	7	:15/:15	7A- GOOD MORNING AMERICA	4	X	X	X	X	X			8	\$250.00	\$2,000.00	Redding ABC (KRCR)		10/20/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Bonten Media and its stations do not discriminate in advertising contracts on the basis of race, ethnicity or gender. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, ethnicity or gender, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.



KRCR TV
755 Auditorium Drive
Redding, CA 96001

US International Media
"PICK AN ADDRESS"
"PICK A CITY",

Contract # 227707

Schedule Dates 10/03/16-11/08/16
Advertiser CA For United MediCal Funding & Accountability (S
Agency US International Media (1548)
Product Issue Advertising (1119)
Brand 36742-MediCal Funding-Tier 2 TV (99312)
Salesperson Wilcox, Terri (1235)
Sales Office KRCR
Buyer Name Afghari, Kelley
Phone/Fax (916) 492-6011 / (916) 492-6012
CPE 1853/5667-Prop/36742
Account Types Local/Political Issue
Billing Type Standard
Comments

Date Entered 04/18/16
Last Modified 10/20/16
Entered By Terri Wilcox
CO-OP No
Headline #
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$7,637.25
Net Total \$43,277.75
Sales Tax

Redding ABC (KRCR)

By Broadcast Month	Spots	Rate
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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
73.0	Normal Line / SPOT(B/E)	10/24/16-11/04/16	7	:15/:15	5:30P- NEWS CH 7 AT 5:30 PM	3	X	X	X	X	X			6	\$325.00	\$1,950.00	Redding ABC (KRCR)		10/20/16
74.0	Normal Line / SPOT(B/E)	10/24/16-11/04/16	7	:15/:15	6:28P- NEWS CH 7 AT 6:30 PM	3	X	X	X	X	X			6	\$325.00	\$1,950.00	Redding ABC (KRCR)		10/20/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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