



WTVU  
PO Box 470  
Rockford, IL 61105

Adelstein & Associates  
2155 Calton  
Chicago, IL 60647

# Contract # 1448383

Schedule Dates	10/17/16-10/23/16	Date Entered	10/14/16
Advertiser	Susana Mendoza/Comptroller/Democrat/IL (8399E	Last Modified	10/14/16
Agency	Adelstein & Associates (11193)	Entered By	Charlene Whiteside
Product	Political - Candidate Other (1066)	CO-OP	No
Brand	5345 (568041)	Headline #	ECR25330447
Salesperson	Millennium - Chicago, Chicago (1408)	Demo	
Sales Office	Millennium - Chicago	Order Type	Normal
Buyer Name	Kyle, Candy	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	5345	Commission	\$1,000.50
Account Types	National/Political	Net Total	\$5,669.50
Billing Type	Standard	Sales Tax	
Comments	Friends for Susana M New political order for Friends for Susana Mendoza to start on Monday 10/17. Traffic instructions and check copy to follow by email. Please		

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	10/17/16-10/21/16	4	:30	5A- 6A (CST)	3	X	X	X	X	X			3	\$90.00	\$270.00	Rockford (WTVU)	5am News	10/14/16
2.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	7A- 9A (CST)	5	X	X	X	X	X			5	\$200.00	\$1,000.00	Rockford (WTVU)	GMA	10/14/16
3.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	4P- 5P (CST)	2	X	X	X	X	X			2	\$125.00	\$250.00	Rockford (WTVU)	Judge Judy	10/14/16
4.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	5P- 5:30P (CST)	4	X	X	X	X	X			4	\$375.00	\$1,500.00	Rockford (WTVU)	5pm News	10/14/16
5.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	6P- 6:30P (CST)	4	X	X	X	X	X			4	\$300.00	\$1,200.00	Rockford (WTVU)	6pm News	10/14/16
6.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	6:30P- 7P (CST)	2	X	X	X	X	X			2	\$175.00	\$350.00	Rockford (WTVU)	ET	10/14/16
7.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	10P- 10:35P (CST)	3	X	X	X	X	X			3	\$350.00	\$1,050.00	Rockford (WTVU)	Late News	10/14/16
8.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	11:35P- 12:05A (CST)	3	X	X	X	X	X			3	\$75.00	\$225.00	Rockford (WTVU)	Nightline	10/14/16
9.0	Normal Line / SPOT	10/22/16-10/22/16	4	:30	7A- 8A (CST)							1		1	\$125.00	\$125.00	Rockford (WTVU)	GMA Sat	10/14/16
10.0	Normal Line / SPOT	10/23/16-10/23/16	3	:30	7A- 8A (CST)								1	1	\$350.00	\$350.00	Rockford (WTVU)	GMA Sun	10/14/16
11.0	Normal Line / SPOT	10/23/16-10/23/16	4	:30	10P- 10:30P (CST)								1	1	\$350.00	\$350.00	Rockford (WTVU)	Late News	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

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 25330447      Changes as of: 10/14/2016 at 10:17 AM      Version: Original Order

CPE: //5345      Flight: 10/17/16 - 10/23/16      Station: WTVQ      Total \$: \$6,670.00

Agency: Adelman & Associates      Advertiser: FRIENDS FOR SUSANA MENDOZA      Market: Rockford      Total Spots: 29

2156 CATON      Product: Friends for Susana Mendoza      Office: CHICAGO      Total CPP: \$0.00

CHICAGO, IL 60647      Agency Order #:      Buyer: Candy Kyle      Primary Demo: Adults 35+      Total GRP:

Salesperson: BRIAN LAMONT      312-832-6619      Con Type: POLITICAL/VOTE      Assistant: MEGAN FATIGATI      Separation:

312-832-6630      MAROPOULOS

Comments: New political order for Friends for Susana Mendoza to start on Monday 10/17. Traffic instructions and check copy to follow by email. Please confirm asap. Thanks!

#1448383

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/17	10/17 - 10/17	Total Spots	Total \$	CPP	GRP
1	M-F 5a-6a		5am News	\$90.00	0.0	30	3		3	\$270.00	\$0.00	0.0
2	M-F 7a-9a		GMA	\$200.00	0.0	30	5		5	\$1,000.00	\$0.00	0.0
3	M-F 4p-5p		Judge Judy	\$125.00	0.0	30	2		2	\$250.00	\$0.00	0.0
4	M-F 5p-5:30p		5pm News	\$375.00	0.0	30	4		4	\$1,500.00	\$0.00	0.0
5	M-F 6p-6:30p		6pm News	\$300.00	0.0	30	4		4	\$1,200.00	\$0.00	0.0
6	M-F 6:30p-7p		ET	\$175.00	0.0	30	2		2	\$350.00	\$0.00	0.0
7	M-F 10p-10:35p		Late News	\$350.00	0.0	30	3		3	\$1,050.00	\$0.00	0.0
8	M-F 11:35p-12:05a		Nightline	\$75.00	0.0	30	3		3	\$225.00	\$0.00	0.0
9	Sa 7a-8a		GMA Sat	\$125.00	0.0	30	1		1	\$125.00	\$0.00	0.0
10	Su 7a-8a		GMA Sun	\$350.00	0.0	30	1		1	\$350.00	\$0.00	0.0
11	Su 10p-10:35p		Late News	\$350.00	0.0	30	1		1	\$350.00	\$0.00	0.0
TOTALS: 29									29	\$6,670.00	\$0.00	0.0

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 2533047

Changes as of: 10/14/2016 at 10:17 AM

Version: Original Order

CPE: /15345

Flight: 10/17/16 - 10/23/16

Station: WTVO

Total \$: \$6,670.00

Agency: Adelsstein & Associates

Advertiser: FRIENDS FOR SUSANA MENDOZA

Market: Rockford

Total Spots: 29

2155 CATON

Product: Friends for Susana Mendoza

Office: CHICAGO

Total CPP: \$0.00

CHICAGO, IL 60647

Agency Order #:

Primary Demo: Adults 35+

Total GRP:

Buyer: Candy Kyle

Con Type: POLITICAL/NOTE

Separation:

Salesperson: BRIAN LAMONT

Assistant: MEGAN FATIGATI

MAPOULOS

312-832-6630

Special Instructions

## Order Level Comments

Date/Time	Added by	Comment
10/14/16 10:17 AM	BRIAN LAMONT	New political order for Friends for Susana Mendoza to start on Monday 10/17. Traffic instructions and check copy to follow by email. Please confirm asap. Thanks!

Competitive Information	
Market Budget:	\$26,680
WTVO Share:	25%
Comment:	Shares estimated
WIFR:	39%
WQRF:	10%
WREX:	26%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	29	\$6,670.00	N/A	0.0
Total	100%	29	\$6,670.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	29	\$6,670.00
Total	29	\$6,670.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	10/14/16 10:18 AM					\$0
New	10/14/16 10:17 AM	BRIAN LAMONT	New	29		\$6,670.00

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.