



WTVO
PO Box 470
Rockford, IL 61105

Adelstein & Associates
2155 Calton
Chicago, IL 60647

Contract # 1452459

Schedule Dates	10/25/16-10/30/16	Date Entered	10/21/16
Advertiser	Susana Mendoza/Comptroller/Democrat/IL (8399)	Last Modified	10/21/16
Agency	Adelstein & Associates (11193)	Entered By	Charlene Whiteside
Product	Political - Candidate Other (1066)	CO-OP	No
Brand	5431 (569753)	Headline #	ECR25339203
Salesperson	Millennium - Chicago, Chicago (1408)	Demo	
Sales Office	Millennium - Chicago	Order Type	Normal
Buyer Name	OBRZUT, BARB	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	5431	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 10/24. Traffic instructions and check copy to follow by email. Please		

Rockford (WTVO)		
By Broadcast Month	Spots	Rate
Oct. 2016	29	\$6,670.00
Grand Total:	29	\$6,670.00

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	10/25/16-10/28/16	4	:30	5A- 6A (CST)	3		X	X	X	X			3	\$90.00	\$270.00	Rockford (WTVO)	Sun News	10/21/16
2.0	Normal Line / SPOT	10/25/16-10/28/16	4	:30	7A- 9A (CST)	5		X	X	X	X			5	\$200.00	\$1,000.00	Rockford (WTVO)	GMA	10/21/16
3.0	Normal Line / SPOT	10/25/16-10/28/16	4	:30	4P- 5P (CST)	2		X	X	X	X			2	\$125.00	\$250.00	Rockford (WTVO)	Judge Judy	10/21/16
4.0	Normal Line / SPOT	10/25/16-10/28/16	4	:30	5P- 5:30P (CST)			1	1	1	1			4	\$375.00	\$1,500.00	Rockford (WTVO)	5pm News	10/21/16
5.0	Normal Line / SPOT	10/25/16-10/28/16	4	:30	6P- 6:30P (CST)			1	1	1	1			4	\$300.00	\$1,200.00	Rockford (WTVO)	6pm News	10/21/16
6.0	Normal Line / SPOT	10/25/16-10/28/16	4	:30	6:30P- 7P (CST)	2		X	X	X	X			2	\$175.00	\$350.00	Rockford (WTVO)	ET	10/21/16
7.0	Normal Line / SPOT	10/25/16-10/28/16	4	:30	10P- 10:35P (CST)	3		X	X	X	X			3	\$350.00	\$1,050.00	Rockford (WTVO)	Late News	10/21/16
8.0	Normal Line / SPOT	10/25/16-10/28/16	4	:30	11:35P- 12:05A (CST)	3		X	X	X	X			3	\$75.00	\$225.00	Rockford (WTVO)	Nightline	10/21/16
9.0	Normal Line / SPOT	10/29/16-10/29/16	4	:30	7A- 8A (CST)							1		1	\$125.00	\$125.00	Rockford (WTVO)	GMA Saturday	10/21/16
10.0	Normal Line / SPOT	10/29/16-10/30/16	3	:30	7A- 8A (CST)								1	1	\$350.00	\$350.00	Rockford (WTVO)	GMA Sunday	10/21/16
11.0	Normal Line / SPOT	10/30/16-10/30/16	4	:30	10P- 10:30P (CST)								1	1	\$350.00	\$350.00	Rockford (WTVO)	Sun Late News	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 # 25339203	Changes as of: 10/21/2016 at 4:32 PM	Version: Current State Version 1
CPE: /15431	Flight: 10/24/16 - 10/30/16	Total \$: \$6,670.00
Agency: Adelshein & Associates	Advertiser: FRIENDS FOR SUSANA MENDOZA	Total Spots: 29
2155 CATON	Product: Friends for Susana Mendoza	Total CPP: \$0.00
CHICAGO, IL 60647	Agency Order #: Buyer: BARB OBRZUT	Total GRP: \$5649.50
	Salesperson: BRIAN LAMONT	Separation:
	312-832-6619	
	Primary Demo: Adults 35+	
	Con Type: POLITICAL/NOTE	
	Assistant: MEGAN FATIGATI	
	MAROPOLLOS	
	312-832-6630	

Comments: New political order for Friends for Susana Mendoza to start on Monday 10/24 Traffic instructions and check copy to follow by email. Please confirm. Thanks!

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/24	10/24 - 10/24	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-6:30p		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 Saturday	\$125.00	0.0	30	1		1	\$125.00	\$0.00	0.0
10	Su 7a-8a		GMA Sunday	\$350.00	0.0	30	1		1	\$350.00	\$0.00	0.0
11	Su 10p-10:35p		Sun 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

1452459

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25339203

Changes as of: 10/21/2016 at 4:32 PM

Version: Current State Version 1

CPE: //5431

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

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 CPM: \$0.00

CHICAGO, IL 60647

Agency Order #:

Primary Demo: Adults 35+

Total GRP:

Buyer: BARB OBRZUT

Con Type: POLITICAL/NOTE

Separation:

Salesperson: BRIAN LAMONT

Assistant: MEGAN FATIGATI

312-832-6619

MAROPOLIUS

312-832-6630

Special Instructions

Order Level Comments

Date/Time Added by Comment
10/21/16 4:32 PM BRIAN LAMONT New political order for Friends for Susana Mendoza to start on Monday 10/24. Traffic instructions and check copy to follow by email. Please confirm. 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
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	Contract \$	Comment
Queued for Electronic Contracting	10/21/16 4:36 PM					\$0	\$0	
New	10/21/16 4:32 PM	BRIAN LAMONT	New	29		\$6,670.00	\$6,670.00	

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.