



WTVO  
PO Box 470  
Rockford, IL 61105

Adelstein & Associates  
2155 Calton  
Chicago, IL 60647

# Contract # 1442881

Schedule Dates	10/05/16-10/09/16	Date Entered	10/04/16
Advertiser	Susana Mendoza/Comptroller/Democrat/IL (8399)	Last Modified	10/04/16
Agency	Adelstein & Associates (11193)	Entered By	Charlene Whiteside
Product	Political - Candidate Other (1066)	CO-OP	No
Brand	5274 (565824)	Headline #	ECR25324173
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	5274	Commission	\$611.25
Account Types	National/Political	Net Total	\$3,463.75
Billing Type	Standard	Sales Tax	
Comments	Friends for Susana M New political order to start tomorrow (10/5). NAB form and traffic instructions to come via email, check copy to follow once available. Please		

Rockford (WTVO)		
By Broadcast Month	Spots	Rate
Oct. 2016	15	\$4,075.00
<b>Grand Total:</b>	<b>15</b>	<b>\$4,075.00</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	10/05/16-10/07/16	4	:30	7A-9A (CST)	2			X	X	X			2	\$280.00	\$400.00	Rockford (WTVO)	GMA	10/4/16
2.0	Normal Line / SPOT	10/09/16-10/09/16	3	:30	7A-8A (CST)	1						1		1	\$350.00	\$350.00	Rockford (WTVO)	GMA Sunday	10/4/16
3.0	Normal Line / SPOT	10/05/16-10/07/16	4	:30	4P-5P (CST)	2			X	X	X			2	\$125.00	\$250.00	Rockford (WTVO)	Judge Judy	10/4/16
4.0	Normal Line / SPOT	10/05/16-10/07/16	4	:30	5P-5:30P (CST)	3			X	X	X			3	\$375.00	\$1,125.00	Rockford (WTVO)	5pm News	10/4/16
5.0	Normal Line / SPOT	10/05/16-10/07/16	4	:30	6P-6:30P (CST)	3			X	X	X			3	\$300.00	\$900.00	Rockford (WTVO)	6pm News	10/4/16
6.0	Normal Line / SPOT	10/05/16-10/07/16	4	:30	6:30P-7P (CST)	2			X	X	X			2	\$175.00	\$350.00	Rockford (WTVO)	ET	10/4/16
7.0	Normal Line / SPOT	10/05/16-10/07/16	4	:30	10P-10:35P (CST)	2			X	X	X			2	\$350.00	\$700.00	Rockford (WTVO)	Late News	10/4/16

## 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 # 25324173

Changes as of: 10/4/2016 at 11:46 AM

Version: Current State Version 1

CPE: //5274

Agency: Adelsstein & Associates

Flight: 10/5/16 - 10/9/16  
Advertiser: FRIENDS FOR  
SUSANA MENDOZA

Station: WTVQ  
Market: Rockford

Total \$: \$4,075.00  
Total Spots: 15

2155 CATON

Product: Friends for Susana  
Mendoza

Office: CHICAGO

Total CPP: \$56.68

CHICAGO, IL 60647

Agency Order #:

Primary Demo: Adults 35+

Total GRP: 71.9

Buyer: Candy Kyle  
Salesperson: BRIAN LAMONT  
312-832-6619

Con Type: POLITICAL/VOTE  
Assistant: MEGAN FATIGATI  
MAROPULOS  
312-832-6630

Separation:

Comments: New political order to start tomorrow (10/5). NAB form and traffic instructions to come via email, check copy to follow once available. Please confirm ASAP. Thanks!

NOV 5 3463.75

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/5	10/5 - 10/5	Total Spots	Total \$	CPP	GRP
1	M-F 7a-9a		GMA	\$200.00	2.5	30	2		2	\$400.00	\$80.00	5.0
2	Su 7a-9a		GMA Sunday	\$350.00	5.3	30	1		1	\$350.00	\$66.04	5.3
3	M-F 4p-5p		Judge Judy	\$125.00	4.3	30	2		2	\$250.00	\$29.07	8.6
4	M-F 5p-5:30p		5pm News	\$375.00	6.7	30	3		3	\$1,125.00	\$55.97	20.1
5	M-F 6p-6:30p		6pm News	\$300.00	5.7	30	3		3	\$900.00	\$52.63	17.1
6	M-F 6:30p-7p		ET	\$175.00	3.6	30	2		2	\$350.00	\$48.61	7.2
7	M-F 10p-10:35p		Late News	\$350.00	4.3	30	2		2	\$700.00	\$81.40	8.6
TOTALS: 15									15	\$4,075.00	\$56.68	71.9

for CompTroller/Dem  
#1442881

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 25324173 Changes as of: 10/4/2016 at 11:46 AM Version: Current State Version 1

CPE: //5274 Flight: 10/5/16 - 10/9/16 Total \$: \$4,075.00  
Agency: Adelstein & Associates Advertiser: FRIENDS FOR SUSANA MENDOZA Total Spots: 15

2155 CATON Product: Friends for Susana Office: CHICAGO  
CHICAGO, IL 60647 Agency Order #: Mendosa Total CPP: \$56.68

Buyer: Candy Kyle Primary Demo: Adults 35+  
Salesperson: BRIAN LAMONT Con Type: POLITICAL/VOTE Total GRP: 71.9  
312-832-6619 Assistant: MEGAN FATIGATI  
312-832-6630 MAROPOULOS

Separation:

Special Instructions

## Order Level Comments

Date/Time	Added by	Comment
10/04/16 11:46 AM	BRIAN LAMONT	New political order to start tomorrow (10/5). NAB form and traffic instructions to come via email. check copy to follow once available. Please confirm ASAP. Thanks!

Competitive Information	
Market Budget:	\$16,300
WTVO Share:	25%
Comment:	shares estimated
WIFR:	48%
WREX:	27%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	15	\$4,075.00	\$56.68	71.9
Total	100%	15	\$4,075.00	\$56.68	71.9

Monthly Summary		
Month	Spots	Dollars
2016-Oct	15	\$4,075.00
Total	15	\$4,075.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot-
Queued for Electronic Contracting	10/4/16 11:46 AM				
New	10/4/16 11:46 AM	BRIAN LAMONT	New	15	
				\$4,075.00	\$4,075.00
				\$0	\$0

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.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
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I, Miles King (Adelstein & Associates),

being/on behalf of: Friends for Susana Mendoza,

a legally qualified candidate of the Democratic

political party for the office of: Illinois Comptroller

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

Friends for Susana Mendoza

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Louisa Keefe

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

***To Be Signed By Candidate or Authorized Committee***

9/28/16

Date

  
Signature

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected

  
Signature

Kelly Lattimer  
Printed Name

VP/GM  
Title