



WTVO
 PO Box 470
 Rockford, IL 61105

Adelstein & Associates
 2155 Calton
 Chicago, IL 60647

Contract # 1442881

Schedule Dates: 10/05/16-10/09/16
Advertiser: Susana Mendoza/Comptroller/Democrat/IL (8399E)
Agency: Adelstein & Associates (11193)
Product: Political - Candidate Other (1066)
Brand: Political - (565824)
Salesperson: Millennium - Chicago, Chicago (1408)
Sales Office: Millennium - Chicago
Buyer Name: Kyle Candy
Phone/Fax: /
CPE: 5274
Account Types: National/Political
Billing Type: Standard
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

Date Entered: 10/04/16
Last Modified: 10/04/16
Entered By: Charlene Whiteside
CO-OP: No
Headline #: ECR25324173
Demo:
Order Type: Normal
Package Deal:
Commission %: 15.00
Commission: \$611.25
Net Total: \$3,463.75
Sales Tax:

By Broadcast Month	Spots	Rate
Oct. 2016	15	\$4,075.00
Grand Total:	15	\$4,075.00

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	10/05/16-10/07/16	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	\$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 Station: WTVO Total \$: \$4,075.00

2155 CATON CHICAGO, IL 60647 Agency Order #: Product: Friends for Susana Susana Mendoza Market: Rockford Total Spots: 15

Buyer: Candy Kyle Salesperson: BRIAN LAMONT 312-832-6619 Primary Demo: Adult 35+ Con Type: POLITICAL/VOTE Assistant: MEGAN FATIGATI MAROPULOS 312-832-6630 Office: CHICAGO Total CPM: \$56.68

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! Separation: \$1,534.375

for Computer/Dem #1442881

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/5 - 10/5		Total Spots	Total \$	CPP	GRP
							10/5	10/5				
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

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 Station: WTVO Total \$: \$4,075.00

Agency: Adelstein & Associates Advertiser: FRIENDS FOR SUSANA MENDOZA Market: Rockford Total Spots: 15

2155 CATON Product: Friends for Susana Mendoza Office: CHICAGO Total CPP: \$56.68

CHICAGO, IL 60647 Agency Order #: Buyer: Candy Kyle Primary Demo: Adults 35+ Con Type: POLITICAL/VOTE Separation: Total GRP: 71.9

Salesperson: BRIAN LAMONT 312-832-6619 Assistant: MEGAN FATIGATI MARPOULOS 312-832-6630

Special Instructions

Order Level Comments

Date/Time: 10/04/16 11:46 AM Added by: BRIAN LAMONT Comment: 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	
WFR:	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-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	10/4/16 11:46 AM					\$0	\$0	
New	10/4/16 11:46 AM	BRIAN LAMONT	New	15		\$4,075.00	\$4,075.00	

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.

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

Station and Location:	Date:
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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/Gen

Title