



MTWV
PO Box 470
Rockford, IL 61105

Adelstein & Associates
2155 Calton
Chicago, IL 60647

Contract # 1445057

Schedule Dates: 10/10/16-10/16/16
Advertiser: Susana Mendoza/Comptroller/Democrat/IL (8399E)
Agency: Adelstein & Associates (11193)
Product: Political - Candidate Other (1066)
Brand: 5304 (566704)
Salesperson: Millennium - Chicago, Chicago (1408)
Sales Office: Millennium - Chicago
Buyer Name: OBRZURT, BARB
Phone/Fax: /
CPE: 5304
Account Types: National/Political
Billing Type: Standard
Comments: Friends for Susana M
New political order to start on Monday 10/10. Traffic instructions to come via email; check copy to follow once available. Please confirm AS

Date Entered: 10/07/16
Last Modified: 10/07/16
Entered By: Charlene Whiteside
CO-OP: No
Headline #: ECR25326647
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	10/10/16-10/14/16	4	:30	7A-9A (CST)	2	X	X	X	X	X			2	\$200.00	\$400.00	Rockford (MTWV)	GMA	10/7/16
2.0	Normal Line / SPOT	10/16/16-10/16/16	3	:30	7A-8A (CST)								1	1	\$350.00	\$350.00	Rockford (MTWV)	GMA Sunday	10/7/16
3.0	Normal Line / SPOT	10/10/16-10/14/16	4	:30	4P-5P (CST)	2	X	X	X	X	X			2	\$125.00	\$250.00	Rockford (MTWV)	Judge Judy	10/7/16
4.0	Normal Line / SPOT	10/10/16-10/14/16	4	:30	5P-5:30P (CST)	3	X	X	X	X	X			3	\$375.00	\$1,125.00	Rockford (MTWV)	5pm News	10/7/16
5.0	Normal Line / SPOT	10/10/16-10/14/16	4	:30	6P-6:30P (CST)	3	X	X	X	X	X			3	\$300.00	\$900.00	Rockford (MTWV)	6pm News	10/7/16
6.0	Normal Line / SPOT	10/10/16-10/14/16	4	:30	6:30P-7P (CST)	2	X	X	X	X	X			2	\$175.00	\$350.00	Rockford (MTWV)	ET	10/7/16
7.0	Normal Line / SPOT	10/10/16-10/14/16	4	:30	10P-10:35P (CST)	2	X	X	X	X	X			2	\$350.00	\$700.00	Rockford (MTWV)	Late News	10/7/16

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 # 25326647

Changes as of: 10/7/2016 at 10:17 AM

Version: Original Order

#1445057

CPE: /#5304
Agency: Adelsstein & Associates

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

Station: WTVO
Market: Rockford

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

2155 CATON
CHICAGO, IL 60647

Product: Friends for Susana Mendoza
Agency Order #:

Office: CHICAGO
Primary Demo: Adults 35+

Total CPP: \$56.68
Total GRP: 71.9

Buyer: BARB OBRZUT
Salesperson: BRIAN LAMONT
312-832-6619

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

Separation:

Comments: New political order to start on Monday 10/10. Traffic instructions to come via email. check copy to follow once available. Please confirm ASAP. Thanks!

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/10 - 10/10		Total Spots	Total \$	CPP	GRP
							Lan	10/10				
1	M-F 7a-9a		GMA	\$200.00	2.5	30	2		2	\$400.00	\$80.00	5.0
2	Su 7a-8a		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	\$4,075.00	\$56.68	71.9

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25326647 Changes as of: 10/7/2016 at 10:17 AM Version: Original Order

CPE: //5304 Flight: 10/10/16 - 10/16/16 Station: WTO
Agency: Adelsstein & Associates Advertiser: FRIENDS FOR SUSANA MENDOZA Market: Rockford Total Spots: 15 Total \$: \$4,075.00

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

Buyer: BARB OBRZUT Primary Demo: Adults 35+
Salesperson: BRIAN LAMONT Con Type: POLITICAL/VOTE Separation:
312-832-6619 Assistant: MEGAN FATIGATI
312-832-6630 MARGOPOULOS

Special Instructions

Date/Time: 10/07/16 10:17 AM Added by: BRIAN LAMONT Comment: New political order to start on Monday 10/10. Traffic instructions to come via email. check copy to follow once available. Please confirm ASAP. Thanks!

Order Level Comments

Competitive Information	
Market Budget:	\$17,717
WTVQ Share:	23%
Comment:	Shares estimated
WIFR:	40%
WQRF:	11%
WREX:	26%

Daypart Summary					
Day/Time	% Distib	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	10/7/16 10:18 AM					\$0	\$0	
New	10/7/16 10:17 AM	BRIAN LAMONT	New	15		\$4,075.00	\$4,075.00	

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS 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.