

# ORDER



WQRF Rockford, IL

**Orders**  
**Order / Rev:** 1561061 - Rev 1  
**Alt Order #:** 26031704  
**Product Desc:** CITIZENS FOR RAUNER  
**Estimate:**  
**Flight Dates:** 06/18/18 - 06/24/18  
**Original Date / Rev:** 06/18/18 / 06/18/18  
**Order Type:** REG

**Primary AE:** Millennium Los Angeles  
**Sales Office:** M-LA  
**Sales Region:** Nat

**Agency**  
**Name:** Target Enterprises  
**Buying Contact:**  
**Billing Contact:**  
 15260 Ventura Boulevard  
 Sherman Oaks, CA 91403

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Bruce Rauner/Governor/Rep/IL  
**Demographic:** HH  
**Product Codes:** PL14  
**Priority:** P5  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN4746  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/18	06/24/18	35	\$3,435.00	\$2,919.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2018	35	\$3,435.00	\$2,919.75	0.00
<b>Totals</b>	<b>35</b>	<b>\$3,435.00</b>	<b>\$2,919.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Los Angeles			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WQRF Rockford, IL	13%	\$3,435.00
Market	100%	\$26,423.08

## Competitive Share

Competitive Share	Share	Total
ABR	0%	\$0.00
CABLE	0%	\$0.00
ETVO	0%	\$0.00
UNKWN	67%	\$17,703.46
WIFR	0%	\$0.00
WREX	0%	\$0.00
WTVO	20%	\$5,284.62

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WQRF	06/18/18	06/22/18	M-F 5p-530p TWO AND A HALF MEN	CM	M-F 5p-530p	MTWTF--	:30	5	\$35.00	P5	0.00	NM	5	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/18/18	06/24/18	MTWTF--		5				\$35.00		0.00			
N 2	WQRF	06/18/18	06/22/18	M-F 530p-6p TWO AND A HALF MEN	CM	M-F 530p-6p	MTWTF--	:30	5	\$35.00	P5	0.00	NM	5	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		06/18/18	06/24/18	MTWTF--		5				\$35.00		0.00			

Order / Rev: 1561061  
 Alt Order #: 26031704  
 Flight Dates: 06/18/18 - 06/24/18

Advertiser: POL/Bruce Rauner/Governor/Rep/IL  
 Product Desc: CITIZENS FOR RAUNER  
 Estimate:

WQRF Rockford, IL

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WQRF	06/18/18	06/22/18	M-F 6p-7p BIG BANG THEORY	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	MTWTF--	:30	5	\$100.00	P5	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	06/18/18	06/24/18	MTWTF--		5			\$100.00			0.00			
N 4	WQRF	06/18/18	06/22/18	M-F 6p-7p BIG BANG THEORY	CM	6:30 PM-7:00 PM (6:30 PM-7:00 PM)	MTWTF--	:30	5	\$100.00	P5	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	06/18/18	06/24/18	MTWTF--		5			\$100.00			0.00			
N 5	WQRF	06/18/18	06/22/18	LN M-F 9:00 PM-9:30 PM	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	MTWTF--	:30	5	\$150.00	P5	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	06/18/18	06/24/18	MTWTF--		5			\$150.00			0.00			
N 6	WQRF	06/18/18	06/22/18	LN M-F 9:30 PM-10:00 PM	CM	9:30 PM-10:00 PM (9:30 PM-10:00 PM)	MTWTF--	:30	5	\$125.00	P5	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	06/18/18	06/24/18	MTWTF--		5			\$125.00			0.00			
7	WQRF	06/23/18	06/23/18	Sa 930p-10p BIG BANG THEORY	CM	Sa 930p-10p	-----1-	:30	1	\$35.00	P5	0.00	NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	06/18/18	06/24/18	-----1-		1			\$35.00			0.00			
8	WQRF	06/24/18	06/24/18	LN Su Eyewitness News @ 9 Sun	CM	LN Su	-----1	:30	1	\$125.00	P5	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	06/18/18	06/24/18	-----1		1			\$125.00			0.00			
9	WQRF	06/24/18	06/24/18	Su 10p-11p Modern Family	CM	Su 10p-11p	-----1	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	06/18/18	06/24/18	-----1		1			\$50.00			0.00			
N 10	WQRF	06/23/18	06/23/18	MLB on Fox MLB on Fox	CM	MLB on Fox	-----2-	:30	2	\$250.00	P5	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	06/18/18	06/24/18	-----2-		2			\$250.00			0.00			
													Totals	35	\$3,435.00

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 26031704

Changes as of: 6/15/2018 at 7:42 PM

Version: Current State Version 3

CPE: //2404

Flight: 6/18/18 - 6/24/18

Station: WQRF

Con Type: POLITICAL/NOTE

Agency: TARGET ENTERPRISES

Advertiser: CITIZENS FOR RAUNER

Market: Rockford

Total \$: \$3,435.00

15260 VENTURA BLVD  
SUITE 1240 SHERMAN  
OAKS CA 91403

Product: Citizens For Rauner

Office: LOS ANGELES

Total Spots: 35

Agency Order #:

Buyer: DEDE JEFFERY

Service: Nielsen

Total CPP: \$29.77

Salesperson: MARK DEUTSCH  
323-966-5272

Primary Demo: ADULDS 35+  
Assistant: JOSEPH CRUZ  
323-966-5001

Total GRP: 115.4  
Traffic #: 1561061

Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	6/18 - 6/18		Total Spots	Total \$	CPP*	GRP*
							6/18	6/18				
REV+ 1	M-F 5p-5:30p		Two & a Half Men	\$35.00	1.2	30	2	5	5	\$175.00	\$29.17	6.0
REV+ 2	M-F 5:30p-6p		Two & a Half Men	\$35.00	1.5	30	2	5	5	\$175.00	\$23.33	7.5
REV+ 3	M-F 6p-6:30p		Big Bang Theory	\$100.00	3.9	30	2	5	5	\$500.00	\$25.64	19.5
REV+ 4	M-F 6:30p-7p		Big Bang Theory	\$100.00	4.5	30	2	5	5	\$500.00	\$22.22	22.5
REV+ 5	M-F 9p-9:30p		FOX 39 News @ 9p	\$150.00	4.8	30	2	5	5	\$750.00	\$31.25	24.0
REV+ 6	M-F 9:30p-10p		Fox 39 News @ 930p	\$125.00	4.1	30	2	5	5	\$625.00	\$30.49	20.5
REV+ 10	Sa 6p-9p		MLB: Teams TBA	\$250.00	2.6	30	0	2	2	\$500.00	\$96.15	5.2
TOTALS: 35									35	\$3,435.00	\$29.77	115.4

Prepared by	MM	Date	6/18
Reviewed by	MM	Date	6/18

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 26031704      Changes as of: 6/15/2018 at 7:42 PM      Version: Current State Version 3      Con Type: POLITICAL/NOTE

CPE: /12404      Flight: 6/18/18 - 6/24/18      Station: WQRF      Total \$: \$3,435.00

Agency: TARGET ENTERPRISES      Advertiser: CITIZENS FOR RAUNER      Market: Rockford      Total Spots: 35

15260 VENTURA BLVD      Product: Citizens For Rauner      Office: LOS ANGELES

SUITE 1240 SHERMAN      OAKS CA 91403

Agency Order #:

Buyer: DEDE JEFFERY      Service: Nielsen      Total CPP: \$29.77

Salesperson: MARK DEUTSCH      Primary Demo: Adult 35+      Total GRP: 115.4

323-966-5272      Assistant: JOSEPH CRUZ      Traffic #: 1561061

Separation:

Special Instructions	
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Date/Time	Added by	Comment
06/15/18 7:42 PM	DEVON SCOTT	Cancelled by new revision

Competitive Information	
Market Budget:	\$26,423
WQRF Share:	13%
Comment:	Approximate Share
WTVO:	20%
Unknown:	67%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	35	\$3,435.00	\$29.77	115.4
Total	100%	35	\$3,435.00	\$29.77	115.4

Monthly Summary			
Month	Spots	Dollars	
2018-Jun	35	\$3,435.00	
Total	35	\$3,435.00	

Transaction History						
Trans	Created/Received	Created by	Status	Spot#	\$ Chg	Contract \$
Revision	6/15/18 7:42 PM	DEVON SCOTT	Revised		\$0	\$3,435.00
Revision	6/15/18 7:33 PM	DEVON SCOTT	Updated	20	\$2,135.00	\$3,435.00
New	6/11/18 5:07 PM	JOSEPH CRUZ	Confirmed	15	\$1,300.00	\$1,300.00

CHANGES: Total Spots from 15 to 35, Calculated Dollars from \$1,300.00 to \$3,435.00, Total GRPs from 50.2 to 115.4, Total CPP from \$25.90 to \$29.77, Competitive Market Budget from \$10,000 to \$26,423, Total \$ from \$1,300.00 to \$3,435.00, Onuser Entered Dollars to \$1,300.00, User Entered \$ from \$1,300.00 to \$3,435.00, 7 buylines added or modified.

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.