

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
Totals	35	\$3,435.00	\$2,919.75	0.00

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

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

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			

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 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: /12404

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

Station: WQRF

Con Type: POLITICAL/VOTE

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: ADULTS 35+

Total GRP: 115.4

Separation:

Assistant: JOSEPH CRUZ
323-966-5001

Traffic #: 1561061

#	Day/Time	DP	Program	Rate	A35P Rating	Len	6/18 - 6/18		Total Spots	Total \$	CPP*	GRP*
							6/18	0P2				
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	\$3,435.00	\$29.77	115.4

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

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125 West 55th St
New York, NY 10019

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Total Spots: 35

Agency Order #:

Service: Nielsen

Total CPP: \$29.77

Buyer: DEDE JEFFERY
Salesperson: MARK DEUTSCH
323-966-5272

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

Total GRP: 115.4
Traffic #: 1561061

Separation:

Special Instructions

Order Level Comments

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

Competitive Information

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

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

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

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	6/15/18 7:42 PM	DEVON SCOTT	Revised			\$0	\$3,435.00	Changes: Estimate Code from to 2404.
Revision	6/15/18 7:33 PM	DEVON SCOTT	Updated	20		\$2,135.00	\$3,435.00	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
New	6/11/18 5:07 PM	JOSEPH CRUZ	Confirmed	15		\$1,300.00	\$1,300.00	

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.