

ORDER



WTVO Rockford, IL

Orders
Order / Rev: 1406857
Alt Order #:
Product Desc: OPPOSITION TO HOME RULE
Estimate: 1Q 2018 POLITICAL
Flight Dates: 02/19/18 - 03/20/18
Original Date / Rev: 02/14/18 / 02/14/18
Order Type: REG

Primary AE: WQRF Local House
Sales Office: L-ROK
Sales Region: Loc

Agency
Name: Cain & Company
Buying Contact:
Billing Contact:
 685 Featherstone Road
 Rockford, IL 61107

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

Advertiser
Name: POL/Realtors in Opposition to Home f
Demographic: HH
Product Codes: PL6
Priority: P5
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-ISS

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

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/29/18	02/25/18	16	\$3,825.00	\$3,251.25
02/26/18	03/20/18	56	\$12,475.00	\$10,603.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2018	16	\$3,825.00	\$3,251.25	0.00
March 2018	56	\$12,475.00	\$10,603.75	0.00
Totals	72	\$16,300.00	\$13,855.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WQRF Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTVO	02/19/18	03/20/18	EM M-F 5a-7a 5:00 AM-6:00 AM	CM	5:00 AM-6:00 AM (5:00 AM-6:00 AM)	MTWTF--	:30	1	\$75.00	P4	0.00	NM	8	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/19/18	02/25/18	MTWTF--		1				\$75.00		0.00			
		Week: 02/26/18	03/04/18	MTWTF--		1				\$75.00		0.00			
		Week: 03/05/18	03/11/18	MTWTF--		2				\$75.00		0.00			
		Week: 03/12/18	03/18/18	MTWTF--		2				\$75.00		0.00			
		Week: 03/19/18	03/25/18	MT-----		2				\$75.00		0.00			
N 2	WTVO	02/19/18	03/20/18	EM M-F 5a-7a 6:00 AM-7:00 AM	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	MTWTF--	:30	2	\$100.00	P4	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/19/18	02/25/18	MTWTF--		2				\$100.00		0.00			
		Week: 02/26/18	03/04/18	MTWTF--		2				\$100.00		0.00			
		Week: 03/05/18	03/11/18	MTWTF--		2				\$100.00		0.00			
		Week: 03/12/18	03/18/18	MTWTF--		2				\$100.00		0.00			
		Week: 03/19/18	03/25/18	MT-----		2				\$100.00		0.00			
N 3	WTVO	02/19/18	03/20/18	GMA GMA	CM	7:00 AM-9:00 AM	MTWTF--	:30	3	\$250.00	P4	0.00	NM	14	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/19/18	02/25/18	MTWTF--		3				\$250.00		0.00			
		Week: 02/26/18	03/04/18	MTWTF--		3				\$250.00		0.00			
		Week: 03/05/18	03/11/18	MTWTF--		3				\$250.00		0.00			

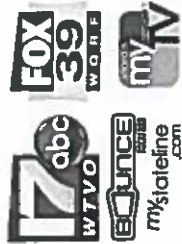
Order / Rev: 1406857
 Alt Order #:
 Flight Dates: 02/19/18 - 03/20/18

Advertiser: POL/Realtors in Opposition to Home Rul
 Product Desc: OPPOSITION TO HOME RULE
 Estimate: 1Q 2018 POLITICAL

WTVO Rockford, IL

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 03/12/18		03/12/18	03/18/18	MTWTF--					3	\$250.00		0.00			
Week: 03/19/18		03/19/18	03/25/18	MT-----					2	\$250.00		0.00			
N 4	WTVO	02/19/18	03/16/18	M-F 5p-530p News Eyewitness News @ 5p	CM	M-F 5p-530p	MTWTF--	:30	2	\$350.00	P4	0.00	NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/19/18		02/19/18	02/25/18	MTWTF--					2	\$350.00		0.00			
Week: 02/26/18		02/26/18	03/04/18	MTWTF--					2	\$350.00		0.00			
Week: 03/05/18		03/05/18	03/11/18	MTWTF--					2	\$350.00		0.00			
Week: 03/12/18		03/12/18	03/18/18	MTWTF--					2	\$350.00		0.00			
N 5	WTVO	02/19/18	03/16/18	M-F 6p-630p News Eyewitness News @ 6p	CM	6p-630p	MTWTF--	:30	2	\$300.00	P4	0.00	NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/19/18		02/19/18	02/25/18	MTWTF--					2	\$300.00		0.00			
Week: 02/26/18		02/26/18	03/04/18	MTWTF--					2	\$300.00		0.00			
Week: 03/05/18		03/05/18	03/11/18	MTWTF--					2	\$300.00		0.00			
Week: 03/12/18		03/12/18	03/18/18	MTWTF--					2	\$300.00		0.00			
N 6	WTVO	02/24/18	03/17/18	GMA Sa GMA Sa	CM	7a-8a	-----1-	:30	1	\$125.00	P5	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/19/18		02/19/18	02/25/18	-----1-					1	\$125.00		0.00			
Week: 02/26/18		02/26/18	03/04/18	-----1-					1	\$125.00		0.00			
Week: 03/05/18		03/05/18	03/11/18	-----1-					1	\$125.00		0.00			
Week: 03/12/18		03/12/18	03/18/18	-----1-					1	\$125.00		0.00			
N 7	WTVO	02/24/18	03/17/18	Sa 6p-630p News Sa Eyewitness News @ 6p	CM	Sa 6p-630p	-----1-	:30	1	\$125.00	P5	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/19/18		02/19/18	02/25/18	-----1-					1	\$125.00		0.00			
Week: 02/26/18		02/26/18	03/04/18	-----1-					1	\$125.00		0.00			
Week: 03/05/18		03/05/18	03/11/18	-----1-					1	\$125.00		0.00			
Week: 03/12/18		03/12/18	03/18/18	-----1-					1	\$125.00		0.00			
N 8	WTVO	02/25/18	03/18/18	Su 5p-530p News Su Eyewitness News @ 5p	CM	Su 5p-530p	-----1	:30	1	\$350.00	P4	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/19/18		02/19/18	02/25/18	-----1					1	\$350.00		0.00			
Week: 02/26/18		02/26/18	03/04/18	-----1					1	\$350.00		0.00			
Week: 03/05/18		03/05/18	03/11/18	-----1					1	\$350.00		0.00			
Week: 03/12/18		03/12/18	03/18/18	-----1					1	\$350.00		0.00			
N 9	WTVO	02/25/18	03/18/18	LN Su Sun Eyewitness News @ 10p	CM	Su 10p-1030p	-----1	:30	1	\$300.00	P4	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/19/18		02/19/18	02/25/18	-----1					1	\$300.00		0.00			
Week: 02/26/18		02/26/18	03/04/18	-----1					1	\$300.00		0.00			
Week: 03/05/18		03/05/18	03/11/18	-----1					1	\$300.00		0.00			
Week: 03/12/18		03/12/18	03/18/18	-----1					1	\$300.00		0.00			
N 10	WTVO	02/19/18	03/16/18	LN M-F Eyewitness News @ 10p	CM	M-F 10p-1035p	MTWTF--	:30	2	\$300.00	P4	0.00	NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 02/19/18		02/19/18	02/25/18	MTWTF--					2	\$300.00		0.00			
Week: 02/26/18		02/26/18	03/04/18	MTWTF--					2	\$300.00		0.00			
Week: 03/05/18		03/05/18	03/11/18	MTWTF--					2	\$300.00		0.00			
Week: 03/12/18		03/12/18	03/18/18	MTWTF--					2	\$300.00		0.00			
Totals													72	\$16,300.00	

1406857



PAC Realtors in Opposition to Home Rule 1Q18

Date: 12/18/2017

Client: Cain & Company
 Buyer: Rick Heffner
 Advertiser: PAC Realtors In Opposition to
 Product: 1Q 2018 Political
 Estimate #:

Primary Demo: Households
 Office: WTVO / WQRF / ETVO / BQRF
 1917 N MERIDIAN ROAD
 ROCKFORD, IL 61101

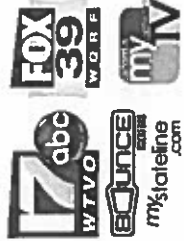
Flight Dates: 2/19/2018 to 3/25/2018
 Contact: NICK CAPRIOLA - DIRECTOR OF SALES
 Phone: 815.968.8192
 Fax: 815.963.6113
 Email: ncapirola@wtvo.com

Daypart	Dur	COST	Feb 19	Feb 26	Mar 5	Mar 12	Mar 19	Total Spots	HH RTG/CPP (000)/CPM
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Rockford 3BK Jan17-Mar17 DMA Rentrak Live Only

WTVO-TV									
M-F 5a-6a EYEWITNESS NEWS LOCAL MORNING	30 P4	\$75	1	1	2	2	2	8	2.3 \$33
M-F 6a-7a EYEWITNESS NEWS LOCAL MORNING	30 P4	\$100	2	2	2	2	2	10	3.3 \$30
M-F 7a-9a GOOD MORNING AMERICA	30 P4	\$250	3	3	3	3	2	14	4.8 \$52
M-F 5p-5:30p EYEWITNESS NEWS LOCAL @ 5	30 P4	\$350	2	2	2	2	0	8	9.2 \$38
M-F 6p-6:30p EYEWITNESS NEWS LOCAL @ 6	30 P4	\$300	2	2	2	2	0	8	7.9 \$38
M-F 10p-10:35p EYEWITNESS NEWS LOCAL @ 10	30 P4	\$300	2	2	2	2	0	8	5.3 \$57
Sa 7a-8a GMA WEEKEND-SAT	30 P5	\$125	1	1	1	1	0	4	4.7 \$27
Sa 6p-6:30p EYEWITNESS NEWS @ 6 SAT	30 P5	\$125	1	1	1	1	0	4	9.1 \$14
Su 5p-5:30p EYEWITNESS NEWS LOCAL @ 5 SUN	30 P4	\$350	1	1	1	1	0	4	11.2 \$31

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PAC Realtors in Opposition to Home Rule 1Q18

Client: Cain & Company
Buyer: Rick Heffner
Advertiser: PAC Realtors in Opposition to
Product: 1Q 2018 Political
Estimate #:
Flight Dates: 2/19/2018 to 3/25/2018
Contact: NICK CAPRIOLA - DIRECTOR OF SALES
Phone: 815.968.8192
Fax: 815.963.6113
Email: ncapriola@wtvo.com

Date: 12/18/2017

Daypart	Dur	COST	Feb	Mar	Total	HH	HH
			19	26	5	12	19

Rockford 3BK Jan17-Mar17 DMA Rentrak Live Only

Su 10p-10:30p	30	14	\$300	1	1	1	1	0	4	6.0	10	\$30
EYEWITNESS NEWS												
LOCAL @ 10												
Total Spots:			16	16	17	17	6		72			
Total GRP:			99.1	99.1	101.4	101.4	20.8			421.8		
Total GIMP(000):			169	169	173	173	35				720	
Total COST:			\$16,300									\$23

Total Reach: 80.8%
Total Freq: 5.2



Summary By Station

Date: 12/18/2017

Client: Cain & Company
Buyer: Rick Heffner
Advertiser: PAC Realtors In Opposition to
Product: 1Q 2018 Political
Estimate #:
Flight Dates: 2/19/2018 to 3/25/2018
Contact: NICK CAPRIOLA - DIRECTOR OF SALES
Phone: 815.968.8192
Fax: 815.963.6113
Email: ncapriola@wtvo.com

Primary Demo: Households
Office: WTVO / WQRF / ETVO / BQRF
 1917 N MERIDIAN ROAD
 ROCKFORD, IL 61101

Station	Total Spots	COST	PCT	Households		Households	
				CPP	GRP PCT	CPM	GMP(000) PCT
				Reach Pct / Freq			Reach Pct / Freq

Rockford 3BK Jan17-Mar17 DMA Rentrak Live Only

WQRF-TV	26	\$3,700	19%	\$59	62.2 13%	\$36	106 13%
					21.4% / 2.9		21.4% / 2.9
WTVO-TV	72	\$16,300	82%	\$39	421.8 87%	\$23	720 87%
					80.8% / 5.2		80.8% / 5.2
Market Total:	98	\$20,000		\$41	484.0 84.9% / 5.7	\$26	826 84.9% / 5.7

Signature: _____