



WTVU
PO Box 470
Rockford, IL 61105

Del Cielo Media
1427 Leslie Avenue
Suite #102
Alexandria, VA 22301

Contract # 1456917

Schedule Dates

11/02/16-11/08/16

Advertiser

Leslie Munger/Comptroller/Republican/IL (83861)

Agency

Del Cielo Media (17159)

Product

Political - Candidate Other (1066)

Brand

MUNG/ORDR/NO2N08 (571506)

Salesperson

Millennium - New York, New York (1406)

Sales Office

Millennium - New York

Buyer Name

RANDE,LEVINE,

Phone/Fax

/

CPE

MUNG/ORDR/NO2N08

Account Types

National/Political

Billing Type

Standard

Comments

ORDR

Date Entered

10/31/16

Last Modified

11/02/16

Entered By

Charlene Whiteside

CO-OP

No

Headline #

ECR25344952

Demo

Normal

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$1,182.75

Net Total

\$6,702.25

Sales Tax

Rockford (WTVU)

By Broadcast Month

Nov. 2016

Grand Total:

Spots

47

47

Rate

\$7,885.00

\$7,885.00

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	11/02/16-11/02/16	5	:30	12:35A-1:05A (CST)				2					2	\$20.00	\$40.00	Rockford (WTVU)	EXTRA	10/31/16
2.0	Normal Line / SPOT	11/03/16-11/03/16	5	:30	12:35A-1:05A (CST)				2					2	\$20.00	\$40.00	Rockford (WTVU)	EXTRA	10/31/16
3.0	Revised Line / SPOT	11/04/16-11/04/16	5	:30	12:35A-1:05A (CST)				2								Rockford (WTVU)	EXTRA	10/31/16
3.1	Normal Line / SPOT(B/E)	11/04/16-11/04/16	5	:15/15	12:35A-1:05A (CST)						2			2	\$20.00	\$40.00	Rockford (WTVU)	EXTRA	11/2/16
4.0	Revised Line / SPOT	11/07/16-11/07/16	5	:30	12:35A-1:05A (CST)		2										Rockford (WTVU)	EXTRA	10/31/16
4.1	Normal Line / SPOT(B/E)	11/07/16-11/07/16	5	:15/15	12:35A-1:05A (CST)		2							2	\$20.00	\$40.00	Rockford (WTVU)	EXTRA	11/2/16
5.0	Normal Line / SPOT	11/03/16-11/03/16	4	:30	6:30P-7P (CST)					2				2	\$175.00	\$350.00	Rockford (WTVU)	ENTERTAINMENT TONIGHT	10/31/16
6.0	Normal Line / SPOT	11/04/16-11/04/16	4	:30	6:30P-7P (CST)					2				2	\$175.00	\$350.00	Rockford (WTVU)	ENTERTAINMENT TONIGHT	10/31/16
7.0	Revised Line / SPOT	11/07/16-11/07/16	4	:30	6:30P-7P (CST)		1										Rockford (WTVU)	ENTERTAINMENT TONIGHT	10/31/16
7.1	Normal Line / SPOT(B/E)	11/07/16-11/07/16	4	:15/15	6:30P-7P (CST)		1							1	\$175.00	\$175.00	Rockford (WTVU)	ENTERTAINMENT TONIGHT	11/2/16
8.0	Normal Line / SPOT	11/02/16-11/02/16	5	:30	5A-5:30A (CST)				2					2	\$50.00	\$100.00	Rockford (WTVU)	WTVU MORNING NEWS	10/31/16
9.0	Normal Line / SPOT	11/03/16-11/03/16	5	:30	5A-5:30A (CST)				2					2	\$50.00	\$100.00	Rockford (WTVU)	WTVU MORNING NEWS	10/31/16
10.0	Revised Line / SPOT	11/04/16-11/04/16	5	:30	5A-5:30A (CST)						2						Rockford (WTVU)	WTVU MORNING NEWS	10/31/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions



WTVO
PO Box 470
Rockford, IL 61105

Del Cielo Media
1427 Leslie Avenue
Suite #102
Alexandria, VA 22301

Contract # 1456917

Schedule Dates 11/02/16-11/08/16
Advertiser Leslie Munger/Congress/Republican/IL (83861)
Agency Del Cielo Media (17159)
Product Political - Candidate Other (1066)
Brand MUNG/ORDR/NO2N08 (571506)
Salesperson Millennium - New York, New York (1406)
Sales Office Millennium - New York
Buyer Name RANDE, LEVINE,
Phone/Fax /
CPE MUNG/ORDR/NO2N08
Account Types National/Political
Billing Type Standard
Comments ORDR

Date Entered 10/31/16
Last Modified 11/02/16
Entered By Charlene Whiteside
CO-OP No
Headline # ECR25344952
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,182.75
Net Total \$6,702.25
Sales Tax

Rockford (WTVO)
By Broadcast Month
Nov. 2016
Grand Total:

Spots	Rate
47	\$7,885.00
47	\$7,885.00

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
10.1	Normal Line / SPOT (R/E)	11/04/16-11/04/16	5	:15	:15-5A-5:30A (CST)						2			2	\$50.00	\$100.00	Rockford (WTVO)	WTVO MORNING NEWS	11/2/16
11.0	Normal Line / SPOT	11/07/16-11/07/16	5	:30	5A-5:30A (CST)		2							2	\$50.00	\$100.00	Rockford (WTVO)	WTVO MORNING NEWS	10/31/16
12.0	Revised Line / SPOT	11/08/16-11/08/16	5	:30	5A-5:30A (CST)		2										Rockford (WTVO)	WTVO MORNING NEWS	10/31/16
12.1	Normal Line / SPOT (R/E)	11/08/16-11/08/16	5	:15	:15-5A-5:30A (CST)			2						2	\$50.00	\$100.00	Rockford (WTVO)	WTVO MORNING NEWS	11/2/16
13.0	Normal Line / SPOT	11/02/16-11/02/16	5	:30	5:30A-6A (CST)				2					2	\$50.00	\$100.00	Rockford (WTVO)	WTVO MORNING NEWS	10/31/16
14.0	Normal Line / SPOT	11/03/16-11/03/16	5	:30	5:30A-6A (CST)				2					2	\$50.00	\$100.00	Rockford (WTVO)	WTVO MORNING NEWS	10/31/16
15.0	Normal Line / SPOT	11/04/16-11/04/16	5	:30	5:30A-6A (CST)					2				2	\$50.00	\$100.00	Rockford (WTVO)	WTVO MORNING NEWS	10/31/16
16.0	Revised Line / SPOT	11/07/16-11/07/16	5	:30	5:30A-6A (CST)		2										Rockford (WTVO)	WTVO MORNING NEWS	10/31/16
16.1	Normal Line / SPOT (R/E)	11/07/16-11/07/16	5	:15	:15-5:30A-6A (CST)			2						2	\$50.00	\$100.00	Rockford (WTVO)	WTVO MORNING NEWS	11/2/16
17.0	Normal Line / SPOT	11/08/16-11/08/16	5	:30	5:30A-6A (CST)			2						2	\$50.00	\$100.00	Rockford (WTVO)	WTVO MORNING NEWS	10/31/16
18.0	Normal Line / SPOT	11/02/16-11/02/16	5	:30	6A-6:30A (CST)				1					1	\$75.00	\$75.00	Rockford (WTVO)	WTVO MORNING NEWS	10/31/16
19.0	Normal Line / SPOT	11/03/16-11/03/16	5	:30	6A-6:30A (CST)				1					1	\$75.00	\$75.00	Rockford (WTVO)	WTVO MORNING NEWS	10/31/16
20.0	Revised Line / SPOT	11/04/16-11/04/16	5	:30	6A-6:30A (CST)					2							Rockford (WTVO)	WTVO MORNING NEWS	10/31/16
20.1	Normal Line / SPOT (R/E)	11/04/16-11/04/16	5	:15	:15-6A-6:30A (CST)					2				2	\$75.00	\$150.00	Rockford (WTVO)	WTVO MORNING NEWS	11/2/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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See the back of this document for Advertising Contract Terms and Conditions



WTVO
PO Box 470
Rockford, IL 61105

Del Cielo Media
1427 Leslie Avenue
Suite #102
Alexandria, VA 22301

Contract # 1456917

Schedule Dates: 11/02/16-11/08/16
Advertiser: Leslie Munger/Controller/Republican/IL (83861)
Agency: Del Cielo Media (17159)
Product: Political - Candidate Other (1066)
Brand: MUNG/ORDR/NO2N08 (571506)
Salesperson: Millennium - New York, New York (1406)
Sales Office: Millennium - New York
Buyer Name: RANDE, LEVINE,
Phone/Fax: /
CPE: MUNG/ORDR/NO2N08
Account Types: National/Political
Billing Type: Standard
Comments: ORDR

Date Entered: 10/31/16
Last Modified: 11/02/16
Entered By: Charlene Whiteside
CO-OP: No
Headline #: ECR25344952
Demo:
Order Type: Normal
Package Deal:
Commission %: 15.00
Commission: \$1,182.75
Net Total: \$6,702.25
Sales Tax:

Rockford (WTVO)
By Broadcast Month
Nov. 2016
Grand Total:

Spots	47	Rate
		\$7,885.00
	47	\$7,885.00

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
21.0	Revised Line / SPOT	11/07/16-11/07/16	5	:30	6A- 6:30A (CST)	1	1							1	\$75.00	\$75.00	Rockford (WTVO)	WTVO MORNING NEWS	10/31/16
21.1	Normal Line / SPOT(6/E)	11/07/16-11/07/16	5	:15	:15 6A- 6:30A (CST)	1	1							1	\$75.00	\$75.00	Rockford (WTVO)	WTVO MORNING NEWS	11/2/16
22.0	Revised Line / SPOT	11/08/16-11/08/16	5	:30	6A- 6:30A (CST)	1	1							1	\$75.00	\$75.00	Rockford (WTVO)	WTVO MORNING NEWS	10/31/16
22.1	Normal Line / SPOT(6/E)	11/08/16-11/08/16	5	:15	:15 6A- 6:30A (CST)	1	1							1	\$1,450.00	\$1,450.00	Rockford (WTVO)	DANCING WITH THE STA	10/31/16
23.0	Normal Line / SPOT	11/07/16-11/07/16	3	:30	7P- 9P (CST)	1	1							1	\$600.00	\$1,200.00	Rockford (WTVO)	LAST MAN STANDING/DR	10/31/16
24.0	Normal Line / SPOT	11/04/16-11/04/16	4	:30	9P- 10P (CST)	1								1	\$600.00	\$1,200.00	Rockford (WTVO)	20/20-ABC	10/31/16
25.0	Normal Line / SPOT	11/04/16-11/04/16	4	:30	6P- 7P (CST)	1								1	\$600.00	\$1,200.00	Rockford (WTVO)	AFH-ABC	10/31/16
27.0	Normal Line / SPOT	11/02/16-11/02/16	4	:30	6:30P- 7P (CST)	1								1	\$350.00	\$350.00	Rockford (WTVO)	CMA RED CARPET SPECIAL	10/31/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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See the back of this document for Advertising Contract Terms and Conditions

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 2534952		Changes as of: 11/2/2016 at 12:44 PM		Version: Highlighting Revision 2	
CPE: MUNJG/ORDR/02N08		Flight: 11/2/16 - 11/8/16		Station: WTVU	
Agency: DEL CIELO MEDIA		Advertiser: Munger, Leslie for IL		Market: Rockford	
1427 LESLIE AVENUE SUITE 102 ALEXANDRIA, VA 22301		Product: ORDR		Office: NEW YORK	
		Agency Order #: 30050349		Primary Demo: Adults 35+	
		Buyer: LEVINE, RANDE		Con Type: POLITICAL/NOTE	
		Salesperson: SHANNON VALLOP		Assistant: MICHAEL MENICHINI	
		212-373-8131		212-373-8291	
		Comments: note, converted some spots to Bookends. It is denoted by the length of 158		Separation:	
				Total CPE: \$35.20	
				Total GRP: 224.0	
				Traffic #: 1456917	
				Total Spots: 64	
				Total \$: \$7,885.00	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	11/2 - 11/8								Total Spots	Total \$	CPP	GRP
							11/2	11/3	11/4	11/5	11/6	11/7	11/8					
REV-1	M-F 12:35a-1:05a		EXTRA	\$20.00	1.0	30	2	2	2	0	0	2	0	0	4	\$80.00	\$20.00	4.0
REV-2	M-F 6:30p-7p		ENTERTAINMENT TONIGHT	\$175.00	4.0	30	0	2	2	0	0	1	0	0	4	\$700.00	\$43.75	16.0
REV-3	M-F 5a-5:30a		WTVU MORNING NEWS	\$50.00	3.5	30	2	2	2	0	0	2	2	0	6	\$300.00	\$14.29	21.0
REV-4	M-F 5:30a-6a		WTVU MORNING NEWS	\$50.00	3.5	30	2	2	2	0	0	2	2	2	8	\$400.00	\$14.29	28.0
REV-5	M-F 6a-6:30a		WTVU MORNING NEWS	\$75.00	3.5	30	1	1	2	0	0	1	0	1	2	\$150.00	\$21.43	7.0
6	M 7p-9p		DANCING WITH THE STA	\$1,450.00	10.0	30	0	0	0	0	0	1	0	0	1	\$1,450.00	\$145.00	10.0
7	F 7p-8p		LAST MAN STANDING/DR	\$600.00	6.0	30	0	0	2	0	0	0	0	0	2	\$1,200.00	\$100.00	12.0
REV+8	F 9p-10p		20/20-ABC	\$300.00	6.0	15	0	0	2	4	0	0	0	0	4	\$1,200.00	\$50.00	24.0
/BOOKENDS/																		
Changes: Rate from 600 to 300, Len from 30 to 158																		
9	Su 6p-7p		AFHV-ABC	\$600.00	8.0	30	0	0	0	0	2	0	0	0	2	\$1,200.00	\$75.00	16.0
10	W 6:30p-7p		CMA RED CARPET SPECIAL	\$350.00	0.0	30	1	0	0	0	0	0	0	0	1	\$350.00	\$0.00	0.0
REV+11	M-F 12:35a-1:05a		EXTRA	\$10.00	1.0	15	0	0	0	0	0	0	0	0	8	\$80.00	\$10.00	8.0
/BOOKENDS/																		
REV+12	M-F 6:30p-7p		ENTERTAINMENT TONIGHT	\$87.50	4.0	15	0	0	0	0	0	0	2	0	2	\$175.00	\$21.88	8.0
/BOOKENDS/																		
REV+13	M-F 5a-5:30a		WTVU MORNING NEWS	\$25.00	3.5	15	0	0	0	0	0	0	0	0	8	\$200.00	\$7.14	28.0
/BOOKENDS/																		
REV+14	M-F 5:30a-6a		WTVU MORNING NEWS	\$25.00	3.5	15	0	0	0	0	0	0	0	0	4	\$100.00	\$7.14	14.0
/BOOKENDS/																		
REV+15	M-F 6a-6:30a		WTVU MORNING NEWS	\$37.50	3.5	15	0	0	0	0	0	0	0	0	8	\$300.00	\$10.71	28.0
/BOOKENDS/																		
TOTALS: 8 9 22 0 2 15 8															64	\$7,885.00	\$35.20	224.0

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25344852

Changes as of: 11/22/2016 at 12:44 PM

Version: Highlighting Revision 2

CPE: MUNING/ORDR/NO2N08
Agency: DEL CIELO MEDIA

Flight: 11/2/16 - 11/8/16
Advertiser: Munger, Leslie for IL
Comptroller

Station: WTVQ
Market: Rockford

Total \$: \$7,885.00
Total Spots: 64

1427 LESLIE AVENUE
SUITE 102
ALEXANDRIA, VA
22301

Product: ORDR
Agency Order #: 30050349
Buyer: LEVINE, RANDE

Office: NEW YORK
Primary Demo: Adults 35+
Con Type: POLITICAL/NOTE

Total CPE: \$35.20
Total GRP: 224.0
Traffic #: 1456917

Salesperson: SHANNON VALLOF
212-373-8131

Assistant: MICHAEL MENICCHINI
212-373-8291

Separation:

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
11/02/16 12:44 PM	SHANNON VALLOF	note, converted some spots to Bookends. It is denoted by the length of 15B.
10/31/16 10:52 AM	SHANNON VALLOF	NEW ORDER- BOOK AND CONFIRM ASAP FLIGHT 11/2-11/8 - 12 NOON CUTOFF 11/8 ESTIMATE NO2N08 WE ARE ONLY BUYING LUR RATES PLS CONFIRM ASAP
10/31/16 10:52 AM	SHANNON VALLOF	RE CLEARANCE-ASAP NO LATER THAN 10AM MON 10/31 THANK YOU levine@delcielomedia.com 571-585-8781
10/31/16 10:52 AM	SHANNON VALLOF	NEW ORDER- BOOK AND CONFIRM ASAP FLIGHT 11/2-11/8 - 12 NOON CUTOFF 11/8 ESTIMATE NO2N08 WE ARE ONLY BUYING LUR RATES PLS CONFIRM ASAP
10/31/16 10:52 AM	SHANNON VALLOF	RE CLEARANCE-ASAP NO LATER THAN 10AM MON 10/31 THANK YOU levine@delcielomedia.com 571-585-8781

Competitive Information

Market Budget:	\$28,161
WTVQ Share:	28%
Comment:	
WVFR:	30%
WQRF:	10%
WREX:	32%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	64	\$7,885.00	224.0
Total	100%	64	\$7,885.00	224.0

Monthly Summary		
Month	Spots	Dollars
2016-Nov	64	\$7,885.00
Total	64	\$7,885.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	11/2/16 12:44 PM	SHANNON VALLOF	Revised	17		\$0	\$7,885.00	Changes: Total Spots from 47 to 64. Total GRPs from 169.0 to 224.0. Total CPE from \$46.66 to \$35.20. Comments from: NEW ORDER- BOOK AND CONFIRM ASAP FLIGHT 11/2-11/8 - 12 NOON CUTOFF 11/8 ESTIMATE NO2N08 WE ARE ONLY BUYING LUR RATES PLS CONFIRM ASAP RE CLEARANCE-ASAP NO LATER THAN 10AM MON 10/31 THANK YOU levine@delcielomedia.com 571-585-8781 to note, converted some spots to Bookends. It is denoted by the length of 15B.. 11 buylines added or modified
Queued for Electronic Contracting	10/31/16 11:00 AM					\$0	\$0	
Revision	10/31/16 10:52 AM	SHANNON VALLOF	Confirmed		1	\$2,450.00	\$7,885.00	Changes: Total Spots from 48 to 47. Calculated Dollars from \$5,435.00 to \$7,885.00. Total GRPs from 204.5 to 169.0. Total CPE from \$33.79 to \$46.66. Competitive Market Budget from \$24,679 to \$28,161. User Entered \$ from \$0.00 to \$7,885.00. Total \$ from \$5,435.00 to \$7,885.00. 6 buylines added or modified
New	10/31/16 10:51 AM	SHANNON VALLOF	New	48		\$5,435.00	\$5,435.00	

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.