

CONTRACT



WGN-TV
 2501 W. Bradley Place
 Chicago, IL 60618
 (773) 528-2311

<u>Contract / Revision</u> 623415 /		<u>Alt Order #</u>
<u>Product</u> Jim Oberweis for Senate		
<u>Contract Dates</u> 10/08/14 - 11/04/14		<u>Estimate #</u> 1944
<u>Advertiser</u> Oberweis for Senate		<u>Original Date / Revision</u> 10/06/14 / 10/06/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WGN	<u>Account Executive</u> Robert Breen	<u>Sales Office</u> WGN TV (CW)
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1243	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

Efficiency Media
 3616 Winnetka Rd
 Glenview, IL 60026

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	9	10/08/14	10/10/14	M-F 6a-9a	6a-7a		:30				NM	2	\$2,400.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--				2	\$1,200.00	0.00			
N 2	9	10/08/14	10/10/14	M-F 6a-9a	7a-8a		:30				NM	1	\$1,200.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--				1	\$1,200.00	0.00			
N 3	9	10/13/14	10/31/14	M-F 6a-9a	6a-7a		:30				NM	3	\$3,600.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	MTWTF--				1	\$1,200.00	0.00			
Week:		10/20/14	10/26/14	MTWTF--				1	\$1,200.00	0.00			
Week:		10/27/14	11/02/14	MTWTF--				1	\$1,200.00	0.00			
N 4	9	10/13/14	10/31/14	M-F 6a-9a	7a-8a		:30				NM	6	\$7,200.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	MTWTF--				2	\$1,200.00	0.00			
Week:		10/20/14	10/26/14	MTWTF--				2	\$1,200.00	0.00			
Week:		10/27/14	11/02/14	MTWTF--				2	\$1,200.00	0.00			
N 5	9	10/13/14	10/31/14	M-F 6a-9a	8a-9a		:30				NM	6	\$7,200.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/13/14	10/19/14	MTWTF--				2	\$1,200.00	0.00			
Week:		10/20/14	10/26/14	MTWTF--				2	\$1,200.00	0.00			
Week:		10/27/14	11/02/14	MTWTF--				2	\$1,200.00	0.00			
N 6	9	11/03/14	11/04/14	M-F 6a-9a	6a-7a		:30				NM	1	\$1,200.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	MT-----				1	\$1,200.00	0.00			
N 7	9	11/03/14	11/04/14	M-F 6a-9a	7a-8a		:30				NM	1	\$1,200.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	MT-----				1	\$1,200.00	0.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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		<u>Estimate #</u> 1944
<u>Advertiser</u> Oberweis for Senate		<u>Original Date / Revision</u> 10/06/14 / 10/06/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 8	9	11/03/14	11/04/14	M-F 6a-9a	8a-9a		:30				NM	2	\$2,400.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	MT-----				2	\$1,200.00	0.00			
N 9	9	10/08/14	11/04/14	M-F 4a-5a	4a-430a		:30				NM	20	\$1,500.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--				3	\$75.00	0.00			
Week:		10/13/14	10/19/14	MTWTF--				5	\$75.00	0.00			
Week:		10/20/14	10/26/14	MTWTF--				5	\$75.00	0.00			
Week:		10/27/14	11/02/14	MTWTF--				5	\$75.00	0.00			
Week:		11/03/14	11/09/14	MT-----				2	\$75.00	0.00			
D 10	9	10/08/14	10/31/14	M-F 4a-5a	430a-5a		:30				NM	0	\$0.00
CANDIDATE DISCOUNT RATE													
N 11	9	10/08/14	11/03/14	WGN Midday News	11a - 1130A		:30				NM	12	\$7,200.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--				2	\$600.00	0.00			
Week:		10/13/14	10/19/14	MTWTF--				3	\$600.00	0.00			
Week:		10/20/14	10/26/14	MTWTF--				3	\$600.00	0.00			
Week:		10/27/14	11/02/14	MTWTF--				3	\$600.00	0.00			
Week:		11/03/14	11/09/14	M-----				1	\$600.00	0.00			
N 12	9	10/08/14	10/31/14	WGN Midday News	1230- 1p		:30				NM	7	\$4,200.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--				1	\$600.00	0.00			
Week:		10/13/14	10/19/14	MTWTF--				2	\$600.00	0.00			
Week:		10/20/14	10/26/14	MTWTF--				2	\$600.00	0.00			
Week:		10/27/14	11/02/14	MTWTF--				2	\$600.00	0.00			
N 13	9	11/03/14	11/03/14	M-F 9a-10a	9a-930a		:30				NM	1	\$600.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/03/14	11/09/14	M-----				1	\$600.00	0.00			
N 14	9	10/08/14	10/31/14	M-F 9a-10a	930a-10a		:30				NM	18	\$10,800.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--				3	\$600.00	0.00			
Week:		10/13/14	10/19/14	MTWTF--				5	\$600.00	0.00			
Week:		10/20/14	10/26/14	MTWTF--				5	\$600.00	0.00			
Week:		10/27/14	11/02/14	MTWTF--				5	\$600.00	0.00			
N 15	9	10/11/14	11/01/14	Weekend Morning News	630a-7am		:30				NM	4	\$800.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	-----S-				1	\$200.00	0.00			
Week:		10/13/14	10/19/14	-----S-				1	\$200.00	0.00			
Week:		10/20/14	10/26/14	-----S-				1	\$200.00	0.00			
Week:		10/27/14	11/02/14	-----S-				1	\$200.00	0.00			
N 16	9	11/03/14	11/03/14	M-Su 9p News	930p-10p		:30				NM	1	\$2,200.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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<u>Advertiser</u> Oberweis for Senate		<u>Original Date / Revision</u> 10/06/14 / 10/06/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	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:		11/03/14	11/09/14	M-----				1	\$2,200.00	0.00			
N 17	9	10/08/14	10/31/14	M-Su 9p News	930p-10p		:30				NM	14	\$30,800.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--				2	\$2,200.00	0.00			
Week:		10/13/14	10/19/14	MTWTF-S				4	\$2,200.00	0.00			
Week:		10/20/14	10/26/14	MTWTF-S				4	\$2,200.00	0.00			
Week:		10/27/14	11/02/14	MTWTF--				4	\$2,200.00	0.00			
N 18	9	10/08/14	10/31/14	M-Su 9p News	9p-930p		:30				NM	12	\$26,400.00
CANDIDATE DISCOUNT RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/06/14	10/12/14	--WTF--				2	\$2,200.00	0.00			
Week:		10/13/14	10/19/14	MTWTF-S				4	\$2,200.00	0.00			
Week:		10/20/14	10/26/14	MTWTF-S				3	\$2,200.00	0.00			
Week:		10/27/14	11/02/14	MT-TF--				3	\$2,200.00	0.00			
Totals										0.00		111	\$110,900.00

Time Period	# of Spots	Gross Amount	Net Amount
09/29/14 - 10/26/14	74	\$74,575.00	\$63,388.75
10/27/14 - 11/04/14	37	\$36,325.00	\$30,876.25
Totals	111	\$110,900.00	\$94,265.00

Signature: _____ **Date:** _____

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