

# ORDER



**Orders**  
**Order / Rev:** 26093  
**Alt Order #:**  
**Product Desc:** 10/29-11/5 2018  
**Estimate:** 10/29-11/5 2018  
**Flight Dates:** 10/29/18 - 11/05/18  
**Original Date / Rev:** 10/25/18 / 10/25/18  
**Order Type:** GENERAL

## KOBI

**Primary AE:** Robert Wise  
**Sales Office:** L-MED  
**Sales Region:** Local

**Agency**  
**Name:** Media Analysis, Inc.  
**Buying Contact:** Marla Jackson  
**Billing Contact:**  
 P.O. Box 385128  
 Waikoloa, HI 98737

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

**Advertiser**  
**Name:** Southern Oregon Priorities  
**Demographic:** HH  
**Product Codes:** Issues/Propositions  
**Priority:** P-02  
**Revenue Code 1:** AGY  
**Revenue Code 2:** LOC-AG  
**Revenue Code 3:** POL-ISS

**New Business Thru:** 10/03/19  
**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
10/01/18	10/31/18	26	\$6,295.00	\$5,350.75
11/01/18	11/05/18	24	\$5,650.00	\$4,802.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	26	\$6,295.00	\$5,350.75	0.00
November 2018	24	\$5,650.00	\$4,802.50	0.00
<b>Totals</b>	<b>50</b>	<b>\$11,945.00</b>	<b>\$10,153.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Robert Wise			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	All	10/29/18	11/05/18	M-F 6a-7a NBC5 News @ Sunrise	CM	6a-7a	MTWTF--	:30	5	\$75.00	P-02	0.00	NM	6	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	MTWTF--					5	\$75.00		0.00			
		Week: 11/05/18	11/11/18	M-----					1	\$75.00		0.00			
N 2	All	10/29/18	11/05/18	Today Show I Today Show I	CM	7a-9a	MTWTF--	:30	5	\$200.00	P-02	0.00	NM	6	\$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: 10/29/18	11/04/18	MTWTF--					5	\$200.00		0.00			
		Week: 11/05/18	11/11/18	M-----					1	\$200.00		0.00			
N 3	All	10/29/18	11/04/18	Today Show II Megyn Kelly Today	CM	9a-10a	MTWTF--	:30	3	\$150.00	P-02	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	MTWTF--					3	\$150.00		0.00			
N 4	All	10/29/18	11/04/18	Today Show III Today w/Kathy Lee & Hoda	CM	10a-11a	MTWTF--	:30	3	\$100.00	P-02	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	MTWTF--					3	\$100.00		0.00			
N 5	All	10/29/18	11/05/18	NBC5 News @ 5p NBC5 News @ 5p	CM	5p-530p	MTWTF--	:30	4	\$250.00	P-02	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 26093  
 Alt Order #:  
 Flight Dates: 10/29/18 - 11/05/18

Advertiser: Southern Oregon Priorities  
 Product Desc: 10/29-11/5 2018  
 Estimate: 10/29-11/5 2018  
**KOBI**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	All	10/29/18	11/05/18	NBC5 News @ 5p NBC5 News @ 5p	CM	5p-530p	MTWTF--	:30	4	\$250.00	P-02	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	MTWTF--					4	\$250.00		0.00			
		Week: 11/05/18	11/11/18	M-----					1	\$250.00		0.00			
N 6	All	10/29/18	11/05/18	NBC5 News @ 6p M-F NBC5 News @ 6p	CM	6p-7p	MTWTF--	:30	4	\$250.00	P-02	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	MTWTF--					4	\$250.00		0.00			
		Week: 11/05/18	11/11/18	M-----					1	\$250.00		0.00			
N 7	All	10/29/18	11/04/18	M-F 730p-8p Access	CM	730p-8p	MTWTF--	:30	4	\$140.00	P-02	0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	MTWTF--					4	\$140.00		0.00			
N 8	All	10/29/18	11/05/18	Late 11p News M-F Late 11p News M-F	CM	11p-1135p	MTWTF--	:30	4	\$250.00	P-02	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	MTWTF--					4	\$250.00		0.00			
		Week: 11/05/18	11/11/18	M-----					1	\$250.00		0.00			
N 9	All	10/29/18	11/04/18	Tonight Show: Fallon Tonight Show: Fallon	CM	1135p-1236a	MTWTF--	:30	4	\$150.00	P-02	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	MTWTF--					4	\$150.00		0.00			
N 10	All	10/29/18	11/04/18	Mon Prime Other The Voice	CM	7:58 PM-9:00 PM (7:58 PM-9:00 PM)	M-----	:30	1	\$1,500.00	P-02	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	M-----					1	\$1,500.00		0.00			
N 11	All	10/29/18	11/04/18	Wed Prime Hr 2 Wed Prime Hr 2	CM	9:00 PM-10:00 PM (9:00 PM-10:00 PM)	--W----	:30	1	\$750.00	P-02	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	--W----					1	\$750.00		0.00			
N 12	All	10/29/18	11/04/18	Thu Prime Hr 2 Will & Grace/I Feel Bad	CM	9:00 PM-10:00 PM (9:00 PM-10:00 PM)	---T---	:30	1	\$600.00	P-02	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	---T---					1	\$600.00		0.00			
N 13	All	10/29/18	11/04/18	NBC Nightly News Sa NBC Nightly News Sa	CM	5:29 PM-6:00 PM (5:29 PM-6:00 PM)	-----S-	:30	1	\$400.00	P-02	0.00	NM	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: 10/29/18	11/04/18	-----S-					1	\$400.00		0.00			
N 14	All	10/29/18	11/04/18	NBC5 News @ 6p Sa NBC5 News @ 6p Sa	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$500.00	P-02	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----S-					1	\$500.00		0.00			
N 15	All	10/29/18	11/04/18	Late 11p News Sa Late 11p News Sa	CM	11p-1130p	-----S-	:30	1	\$300.00	P-02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----S-					1	\$300.00		0.00			
N 16	All	10/29/18	11/04/18	Saturday Night Live Saturday Night Live	CM	1130p-1:03a	-----S-	:30	1	\$300.00	P-02	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----S-					1	\$300.00		0.00			
N 17	All	10/29/18	11/04/18	Today Show Su Today Show Su	CM	6:58 AM-8:00 AM (6:58 AM-8:00 AM)	-----S	:30	1	\$85.00	P-02	0.00	NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/18	11/04/18	-----S					1	\$85.00		0.00			

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KOBI

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 17	All	10/29/18	11/04/18	Today Show Su Today Show Su	CM	6:58 AM-8:00 AM (6:58 AM-8:00 AM)	-----S	:30	1	\$85.00	P-02	0.00	NM	1	\$85.00
Will & Grace/I Feel Bad															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/18		10/29/18	11/04/18	-----S	1		\$85.00		0.00						
N 18	All	10/29/18	11/04/18	Late 11p News Su Late 11p News Su	CM	10:59 PM-11:30 PM (10:59 PM-11:30 PM)	-----S	:30	1	\$200.00	P-02	0.00	NM	1	\$200.00
Will & Grace/I Feel Bad															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/18		10/29/18	11/04/18	-----S	1		\$200.00		0.00						
Totals														50	\$11,945.00

26093

**Southern Oregon Priorities  
KOB Mon 10/29 - Mon 11/5 ORDER**

10/23/2018

MARKET/ NETWORK		DAY/TIME	PROGRAM	RATE :30s	Spots		Total	
					29-Oct	5-Nov	Spots	Cost
<b>MEDFORD</b>								
KOBI	EM	M-F 6-7am	News 5 Sunrise	\$75	5	1	6	\$450
KOBI	EM	M-F 7-9am	Today	\$200	5	1	6	\$1,200
KOBI	DT	M-F 9-10am	Megan Kelly Today	\$150	3		3	\$450
KOBI	DT	M-F 10-11am	Today III	\$100	3		3	\$300
KOBI	EN	M-F 5-530pm	News 5 at 5	\$250	4	1	5	\$1,250
KOBI	EN	M-F 6-7pm	News 5 at 6	\$250	4	1	5	\$1,250
KOBI	PA	M-F 730-8pm	Access	\$140	4		4	\$560
KOBI	LN	M-F 11-1130pm	News 5 at 11	\$250	4	1	5	\$1,250
KOBI	LF	M-F 11:35pm-1235am	Tonight Show	\$150	4		4	\$600
KOBI	PR	Mon 8-9pm	The Voice	\$1,500	1		1	\$1,500
KOBI	PR	Wed 9-10pm	Chicago Fire	\$750	1		1	\$750
KOBI	PR	Thu 9-10pm	Will Grace/Feel Bad	\$600	1		1	\$600
KOBI	EN	Sa 530-6pm	Nightly News	\$400	1		1	\$400
KOBI	EN	Sa 6-630pm	News 5 at 6 SA	\$500	1		1	\$500
KOBI	LN	Sat 11-1135pm	News 5 at 11 Sa	\$300	1		1	\$300
KOBI	LF	Sat 11:35pm-104am	Sat Night Live	\$300	1		1	\$300
KOBI	EM	Sun 7-8am	Sun Today	\$85	1		1	\$85
KOBI	LN	Sun 11-1130pm	News	\$200	1		1	\$200
<b>MARKET TOTALS</b>					45	5	49	\$11,945
							NET	\$10,153.25

Flight Dates: Mon 10/29 - Mon 11/5

Spot Length: 30 second

Even Distribution of Spot across days

END OF SCHEDULE INVOICE/AFFADAVIT OF PERFORMANCE REQUIRED

Agency: Media Analysis, Inc., 503-936-4388

[mediaanalysis@comcast.net](mailto:mediaanalysis@comcast.net)

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>  KOBI Medford, OR	<b>Date:</b>  10/3/2018
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I, Media Analysis, Inc.

do hereby request station time concerning the following issue:

Support of Democratic Candidates
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

This broadcast time will be used by: Southern Oregon Priorities

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address).

Southern Oregon Priorities, PO Box 840, Medford OR 97501

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Jef Green, Treasurer  
Jason Mason-Gere

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

10/3/2018

Date

Marla Jackson

Signature

Digitally signed by Marla Jackson  
DN: cn=Marla Jackson, o=Media Analysis, Inc.,  
ou, email=mediaanalysis@comcast.net, c=US  
Date: 2016.10.03 07:04:33 -10'00'

503-936-4388

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Donna Rodriguez for  
Signature  
Connie Eaton

Donna Rodriguez  
Printed Name

Traffic Mgr  
Title