

ORDER



Orders
Order / Rev: 25937
Alt Order #:
Product Desc: Oct 2018
Estimate: Oct 2018
Flight Dates: 10/22/18 - 10/28/18
Original Date / Rev: 10/18/18 / 10/18/18
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	10/28/18	29	\$6,115.00	\$5,197.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	29	\$6,115.00	\$5,197.75	0.00
Totals	29	\$6,115.00	\$5,197.75	0.00

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	10/22/18	10/26/18	M-F 6a-7a NBC5 News @ Sunrise	CM	6a-7a	MTWTF--	:30	3	\$75.00	P-02	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/18	10/28/18	MTWTF--		3			\$75.00			0.00			
N 2	All	10/22/18	10/26/18	Today Show I Today Show I	CM	7a-9a	MTWTF--	:30	5	\$150.00	P-02	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: 10/22/18	10/28/18	MTWTF--		5			\$150.00			0.00			
N 3	All	10/22/18	10/26/18	NBC5 News @ 5p NBC5 News @ 5p	CM	5p-530p	MTWTF--	:30	4	\$190.00	P-02	0.00	NM	4	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/18	10/28/18	MTWTF--		4			\$190.00			0.00			
N 4	All	10/22/18	10/26/18	NBC5 News @ 6p M-F NBC5 News @ 6p	CM	6p-7p	MTWTF--	:30	4	\$255.00	P-02	0.00	NM	4	\$1,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/18	10/28/18	MTWTF--		4			\$255.00			0.00			
N 5	All	10/22/18	10/26/18	Late 11p News M-F Late 11p News M-F	CM	11p-1135p	MTWTF--	:30	4	\$190.00	P-02	0.00	NM	4	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/18	10/28/18	MTWTF--		4			\$190.00			0.00			
N 6	All	10/22/18	10/26/18		CM	1135p-1236a	MTWTF--	:30	3	\$100.00	P-02	0.00	NM	3	\$300.00

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 Flight Dates: 10/22/18 - 10/28/18

Advertiser: Southern Oregon Priorities
 Product Desc: Oct 2018
 Estimate: Oct 2018

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tonight Show: Fallon															
Tonight Show: Fallon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/18	10/28/18	MTWTF--					3	\$100.00		0.00			
N 7	All	10/22/18	10/26/18	Mon Prime Hr 1	CM	8p-9p	M-----	:30	1	\$1,200.00	P-02	0.00	NM	1	\$1,200.00
The Voice															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/18	10/28/18	M-----					1	\$1,200.00		0.00			
N 8	All	10/22/18	10/26/18	Wed Prime Hr 2	CM	9p-10p	--W----	:30	1	\$600.00	P-02	0.00	NM	1	\$600.00
Chicago Fire															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/18	10/28/18	--W----					1	\$600.00		0.00			
N 9	All	10/27/18	10/27/18	Late 11p News Sa	CM	11p-1130p	-----S-	:30	1	\$200.00	P-02	0.00	NM	1	\$200.00
Late 11p News Sa															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/18	10/28/18	-----S-					1	\$200.00		0.00			
N 10	All	10/28/18	10/28/18	Today Show Su	CM	7a-8a	-----S	:30	1	\$50.00	P-02	0.00	NM	1	\$50.00
Today Show Su															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/18	10/28/18	-----S					1	\$50.00		0.00			
N 11	All	10/28/18	10/28/18	Meet the Press	CM	8a-9a	-----S	:30	1	\$135.00	P-02	0.00	NM	1	\$135.00
Meet the Press															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/18	10/28/18	-----S					1	\$135.00		0.00			
N 12	All	10/28/18	10/28/18	Late 11p News Su	CM	11-1130p	-----S	:30	1	\$115.00	P-02	0.00	NM	1	\$115.00
Late 11p News Su															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/18	10/28/18	-----S					1	\$115.00		0.00			
													Totals	29	\$6,115.00

Southern Oregon Priorities
KOBI Mon 10/22 - Sun 10/28 ORDER

10/16/2018

MARKET/ NETWORK		DAY/TIME	PROGRAM	RATE :30s	Spots 22-Oct	Cost
MEDFORD						
KOBI	EM	M-F 6-7am	News 5 Sunrise	\$75.00	3	\$225
KOBI	EM	M-F 7-9am	Today	\$150.00	5	\$750
KOBI	EN	M-F 5-530pm	News 5 at 5	\$190.00	4	\$760
KOBI	EN	M-F 6-7pm	News 5 at 6	\$255.00	4	\$1,020
KOBI	LN	M-F 11-1130pm	News 5 at 11	\$190.00	4	\$760
KOBI	LF	M-F 11:35pm-1235am	Tonight Show	\$100.00	3	\$300
KOBI	PR	Mon 8-9pm	The Voice	\$1,200.00	1	\$1,200
KOBI	PR	Wed 9-10pm	Chicago Fire	\$600.00	1	\$600
KOBI	LN	Sat 11-1135pm	News 5 at 11 Sa	\$200.00	1	\$200
KOBI	EM	Sun 7-8am	Sun Today	\$50.00	1	\$50
KOBI	DT	Sun 8-9am	Meet the Press	\$135.00	1	\$135
KOBI	LN	Sun 11-1130pm	News	\$115.00	1	\$115
MARKET TOTALS					29	\$6,115
					Net	\$5,197.75

Flight Dates: Mon 10/22 - Sun 10/28

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

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

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

do hereby request station time concerning the following issue:

Support of Democratic Candidates

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

Marla Jackson

Digitally signed by Marla Jackson
DN: cn=Marla Jackson, o=Media Analysis, Inc.,
ou, email=marla.jackson@comcast.net, c=US
Date: 2018.10.03 07:04:33 -10'00'

503-936-4388

Date

Signature

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