



KOKH Oklahoma City  
1228 E Wilshire Blvd  
Oklahoma City, OK 73111

Mentzer Media Services  
600 Fairmount Ave  
Ste 306  
Towson, MD 21286

## Contract # 1932468

**Schedule Dates** 10/01/14-10/07/14  
**Advertiser** Mary Fallin for Governor-R (22997)  
**Agency** Mentzer Media Services (1381)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** FALLIN FOR GOVERNOR (635575)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Braunschei, Anne  
**Phone/Fax** /  
**CPE** 85/100/1217  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments** FALLIN FOR GOVERNOR  
BRAD PHILIPPS

**Date Entered** 09/23/14  
**Last Modified** 09/23/14  
**Entered By** Victoria Nowell  
**CO-OP** No  
**Headline #** 10396274  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$502.50  
**Net Total** \$2,847.50  
**Sales Tax**

### Oklahoma City (KOKH)

By Broadcast Month	Spots	Rate
Oct. 2014	25	\$3,350.00
<b>Grand Total:</b>	<b>25</b>	<b>\$3,350.00</b>

New

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 / News (1)	10/01/14-10/01/14	1	:30	8A- News-Fox 25 Morning News	1			X					1	\$70.00	\$70.00	Oklahoma City (KOKH)	KOKH EARLY MORNING NEWS	9/23/14
2.0	Normal Line / News (2)	10/02/14-10/02/14	1	:30	8A- News-Fox 25 Morning News	1				X				1	\$70.00	\$70.00	Oklahoma City (KOKH)	KOKH EARLY MORNING NEWS	9/23/14
3.0	Normal Line / News (3)	10/03/14-10/03/14	1	:30	8A- News-Fox 25 Morning News	1					X			1	\$70.00	\$70.00	Oklahoma City (KOKH)	KOKH EARLY MORNING NEWS	9/23/14
4.0	Normal Line / News (4)	10/06/14-10/06/14	1	:30	8A- News-Fox 25 Morning News	1	X							1	\$70.00	\$70.00	Oklahoma City (KOKH)	KOKH EARLY MORNING NEWS	9/23/14
5.0	Normal Line / News (5)	10/07/14-10/07/14	1	:30	8A- News-Fox 25 Morning News	1		X						1	\$70.00	\$70.00	Oklahoma City (KOKH)	KOKH EARLY MORNING NEWS	9/23/14
6.0	Normal Line / News (6)	10/01/14-10/01/14	1	:30	5P- News-FOX 25 5p News				1					1	\$100.00	\$100.00	Oklahoma City (KOKH)	FOX 25 NEWS @ 5P	9/23/14
7.0	Normal Line / News (7)	10/02/14-10/02/14	1	:30	5P- News-FOX 25 5p News	1				X				1	\$100.00	\$100.00	Oklahoma City (KOKH)	FOX 25 NEWS @ 5P	9/23/14
8.0	Normal Line / News (8)	10/03/14-10/03/14	1	:30	5P- News-FOX 25 5p News	1					X			1	\$100.00	\$100.00	Oklahoma City (KOKH)	FOX 25 NEWS @ 5P	9/23/14
9.0	Normal Line / News (9)	10/06/14-10/06/14	1	:30	5P- News-FOX 25 5p News	1	X							1	\$100.00	\$100.00	Oklahoma City (KOKH)	FOX 25 NEWS @ 5P	9/23/14
10.0	Normal Line / News (10)	10/07/14-10/07/14	1	:30	5P- News-FOX 25 5p News	1		X						1	\$100.00	\$100.00	Oklahoma City (KOKH)	FOX 25 NEWS @ 5P	9/23/14

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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**Sales Office** Millennium Washington DC  
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**CPE** 85/100/1217  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Standard  
**Comments** FALLIN FOR GOVERNOR  
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**Entered By** Victoria Nowell  
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**Order Type** Normal  
**Package Deal**  
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**Commission** \$502.50  
**Net Total** \$2,847.50  
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**Oklahoma City (KOKH)**

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<b>Grand Total:</b>	<b>25</b>	<b>\$3,350.00</b>

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
11.0	Normal Line / News (11)	10/01/14-10/01/14	1	:30	5:30P- News-FOX 25 530p News	1			X					1	\$100.00	\$100.00	Oklahoma City (KOKH)	FOX 25 NEWS @ 530P	9/23/14
12.0	Normal Line / News (12)	10/02/14-10/02/14	1	:30	5:30P- News-FOX 25 530p News	1				X				1	\$100.00	\$100.00	Oklahoma City (KOKH)	FOX 25 NEWS @ 530P	9/23/14
13.0	Normal Line / News (13)	10/03/14-10/03/14	1	:30	5:30P- News-FOX 25 530p News	1					X			1	\$100.00	\$100.00	Oklahoma City (KOKH)	FOX 25 NEWS @ 530P	9/23/14
14.0	Normal Line / News (14)	10/06/14-10/06/14	1	:30	5:30P- News-FOX 25 530p News	1	X							1	\$100.00	\$100.00	Oklahoma City (KOKH)	FOX 25 NEWS @ 530P	9/23/14
15.0	Normal Line / News (15)	10/07/14-10/07/14	1	:30	5:30P- News-FOX 25 530p News	1		X						1	\$100.00	\$100.00	Oklahoma City (KOKH)	FOX 25 NEWS @ 530P	9/23/14
16.0	Normal Line / News (16)	10/02/14-10/02/14	1	:30	10P- News-Fox 25 Late Edition Newscentral	1				X				1	\$100.00	\$100.00	Oklahoma City (KOKH)	FOX 25 LATE EDITION LIVE NEWS	9/23/14
17.0	Normal Line / News (17)	10/03/14-10/03/14	1	:30	10P- News-Fox 25 Late Edition Newscentral	1					X			1	\$100.00	\$100.00	Oklahoma City (KOKH)	FOX 25 LATE EDITION LIVE NEWS	9/23/14
18.0	Normal Line / News (18)	10/06/14-10/06/14	1	:30	10P- News-Fox 25 Late Edition Newscentral	1	X							1	\$100.00	\$100.00	Oklahoma City (KOKH)	FOX 25 LATE EDITION LIVE NEWS	9/23/14
19.0	Normal Line / News (19)	10/07/14-10/07/14	1	:30	10P- News-Fox 25 Late Edition Newscentral	1		X						1	\$100.00	\$100.00	Oklahoma City (KOKH)	FOX 25 LATE EDITION LIVE NEWS	9/23/14

**CONFIRMATION CONTRACT**

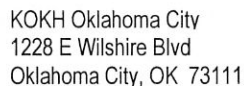
Accepted-Agency/Advertiser:

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Grand Total:	25	\$3,350.00

## CONFIRMATION CONTRACT

Comments:

# ORDER WORKSHEET

Rep Order# 10396274 Ver# 3 Status Confirmed Traffic Order# 1932468 Printed: 09/23/14 1:20 PM Duplicate 1 of 3  
 EC'd Yes Last Received: 09/23/14 1:18 PM  
 Showing Buylines: All Buylines

Station KOKH-TV OKLAHOMA CITY  
 Advertiser (NW80) POLITICAL  
 Product FALLIN FOR GOVERNOR  
 Estimate# 1217  
 Buyer Anne Braunscheidel

Agency (MENT) MENTZER MEDIA SERVICES  
 600 FAIRMOUNT AVE, SUITE 306  
 TOWSON, MD 21286  
 Agency C/P1/P2/E 85/100/1217  
 Flight Dates 10/01/14-10/07/14

Rep Firm MILLENNIUM SALES & MARKETING  
 Sales Office (DC) WASHINGTON  
 Salesperson (BPH) BRAD PHILIPPS  
 Sales Assistant  
 Salesperson Phone# 202-955-5342  
 Salesperson Fax# 202-955-5348

## --- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* 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 COMMUNICATIONS, INC. (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.

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	W	8A-9A	KOKH EARLY MORNING NEWS	30	1.8	1.8	\$70.00	10/01-10/01	1	1	1	\$70.00
2	Th	8A-9A	KOKH EARLY MORNING NEWS	30	1.8	1.8	\$70.00	10/02-10/02	1	1	1	\$70.00
3	F	8A-9A	KOKH EARLY MORNING NEWS	30	1.8	1.8	\$70.00	10/03-10/03	1	1	1	\$70.00
4	M	8A-9A	KOKH EARLY MORNING NEWS	30	1.8	1.8	\$70.00	10/06-10/06	1	1	1	\$70.00
5	Tu	8A-9A	KOKH EARLY MORNING NEWS	30	1.8	1.8	\$70.00	10/07-10/07	1	1	1	\$70.00
6	W	5P-530P	FOX 25 NEWS @ 5P	30	2.4	2.4	\$100.00	10/01-10/01	1	1	1	\$100.00
7	Th	5P-530P	FOX 25 NEWS @ 5P	30	2.4	2.4	\$100.00	10/02-10/02	1	1	1	\$100.00
8	F	5P-530P	FOX 25 NEWS @ 5P	30	2.4	2.4	\$100.00	10/03-10/03	1	1	1	\$100.00
9	M	5P-530P	FOX 25 NEWS @ 5P	30	2.4	2.4	\$100.00	10/06-10/06	1	1	1	\$100.00
10	Tu	5P-530P	FOX 25 NEWS @ 5P	30	2.4	2.4	\$100.00	10/07-10/07	1	1	1	\$100.00
11	W	530P-6P	FOX 25 NEWS @ 530P	30	3.2	3.2	\$100.00	10/01-10/01	1	1	1	\$100.00
12	Th	530P-6P	FOX 25 NEWS @ 530P	30	3.2	3.2	\$100.00	10/02-10/02	1	1	1	\$100.00

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Rep Order# 10396274 Ver# 3  
EC'd Yes

Status Confirmed

Traffic Order# 1932468

Last Received:  
Showing Buylines:

Printed: 09/23/14 1:20 PM Duplicate 2 of 3  
09/23/14 1:18 PM  
All Buylines

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Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
13	F	530P-6P	FOX 25 NEWS @ 530P	30	3.2	3.2	\$100.00	10/03-10/03	1	1	1	\$100.00
14	M	530P-6P	FOX 25 NEWS @ 530P	30	3.2	3.2	\$100.00	10/06-10/06	1	1	1	\$100.00
15	Tu	530P-6P	FOX 25 NEWS @ 530P	30	3.2	3.2	\$100.00	10/07-10/07	1	1	1	\$100.00
16	Th	10P-1030P	FOX 25 LATE EDITION LIVE NEWS	30	1.0	1.0	\$100.00	10/02-10/02	1	1	1	\$100.00
17	F	10P-1030P	FOX 25 LATE EDITION LIVE NEWS	30	1.0	1.0	\$100.00	10/03-10/03	1	1	1	\$100.00
18	M	10P-1030P	FOX 25 LATE EDITION LIVE NEWS	30	1.0	1.0	\$100.00	10/06-10/06	1	1	1	\$100.00
19	Tu	10P-1030P	FOX 25 LATE EDITION LIVE NEWS	30	1.0	1.0	\$100.00	10/07-10/07	1	1	1	\$100.00
20	W	7P-8P	HELL'S KITCHEN	30	7.0	7.0	\$600.00	10/01-10/01	1	1	1	\$600.00
21	F	8P-9P	GOTHAM	30	2.6	2.6	\$300.00	10/03-10/03	1	1	1	\$300.00
22	Sa	10P-1030P	NEWS	30	2.9	2.9	\$100.00	10/04-10/04	1	1	1	\$100.00
23	W	9P-950P	FOX 25 NEWS @ 9P	30	2.5	2.5	\$200.00	10/01-10/01	1	1	1	\$200.00
24	M	9P-950P	FOX 25 NEWS @ 9P	30	2.5	2.5	\$200.00	10/06-10/06	1	1	1	\$200.00
25	Tu	9P-950P	FOX 25 NEWS @ 9P	30	2.5	2.5	\$200.00	10/07-10/07	1	1	1	\$200.00

## ---REPORT TOTALS---

Report Totals: 25 / \$3,350.00

## ---SALES MONTHLY TOTALS---

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EC'd Yes

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Printed: 09/23/14 1:20 PM Duplicate 3 of 3  
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Rep Firm MILLENNIUM SALES & MARKETING  
Sales Office (DC) WASHINGTON  
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Sales Assistant  
Salesperson Phone# 202-955-5342  
Salesperson Fax# 202-955-5348

Oct2014: 25/ \$3,350.00

Order Totals: 25 / \$3,350.00 Total GRPS: 61.0

## --- COMPETITIVE ---

Market Totals	\$37,222.22	CABL .00%	KAUT .00%	KFOR 25.00%	KOCB 1.00%	KOCO 33.00%
		KOKH 9.00%	KWTV 32.00%	UNKN .00%		

Books [null]  
Demos RA35+P

## --- CREDIT RISK ---

STANDARD CREDIT TERMS