

# ORDER



**Orders**  
**Order / Rev:** 1434753  
**Alt Order #:** 25908031  
**Product Desc:** CITIZENS FOR RAUNER  
**Estimate:** 2135  
**Flight Dates:** 03/12/18 - 03/18/18  
**Original Date / Rev:** 03/09/18 / 03/09/18  
**Order Type:** REG

**Primary AE:** Millennium Los Angeles  
**Sales Office:** M-LA  
**Sales Region:** Nat

**Agency Name:** Target Enterprises  
**Buying Contact:**  
**Billing Contact:**  
 15260 Ventura Boulevard  
 Sherman Oaks, CA 91403

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

**Advertiser Name:** POL/Bruce Rauner/Governor/Rep/IL  
**Demographic:** HH  
**Product Codes:** PL14  
**Priority:** P5  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN4746  
**Unit Code:** General

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 02/26/18   | 03/18/18 | 79      | \$7,175.00   | \$6,098.75 |

**Totals**

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
|---------------|-----------|-------------------|-------------------|-------------|
| March 2018    | 79        | \$7,175.00        | \$6,098.75        | 0.00        |
| <b>Totals</b> | <b>79</b> | <b>\$7,175.00</b> | <b>\$6,098.75</b> | <b>0.00</b> |

**Account Executives**

| Account Executive      | Sales Office | Sales Region | Start Date / End Date         | Order % |
|------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Los Angeles |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|                   | Share | Total       |
|-------------------|-------|-------------|
| WTVO Rockford, IL | 25%   | \$7,175.00  |
| Market            | 100%  | \$28,700.00 |

**Competitive Share**

|       | Share | Total       |
|-------|-------|-------------|
| ABR   | 0%    | \$0.00      |
| CABLE | 0%    | \$0.00      |
| ETVO  | 0%    | \$0.00      |
| UNKWN | 59%   | \$16,933.00 |
| WIFR  | 0%    | \$0.00      |
| WQRF  | 16%   | \$4,592.00  |
| WREX  | 0%    | \$0.00      |

| Ln  | Ch   | Start             | End             | Inventory Code                    | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|-----|------|-------------------|-----------------|-----------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| N 1 | WTVO | 03/12/18          | 03/16/18        | GMA<br>GMA                        | CM    | M-F 7a-9a      | MTWTF-- | :30 | 10                | \$125.00    | P5  | 0.00          | NM   | 10    | \$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: 03/12/18    | 03/18/18        | MTWTF--                           |       |                |         |     | 10                | \$125.00    |     | 0.00          |      |       |            |
| N 2 | WTVO | 03/12/18          | 03/16/18        | M-F 9a-10a<br>Live w/Kelly & Ryan | CM    | M-F 9a-10a     | MTWTF-- | :30 | 5                 | \$50.00     | P5  | 0.00          | NM   | 5     | \$250.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|     |      | Week: 03/12/18    | 03/18/18        | MTWTF--                           |       |                |         |     | 5                 | \$50.00     |     | 0.00          |      |       |            |

Order / Rev: 1434753  
 Alt Order #: 25908031  
 Flight Dates: 03/12/18 - 03/18/18

Advertiser: POL/Bruce Rauner/Governor/Rep/IL  
 Product Desc: CITIZENS FOR RAUNER  
 Estimate: 2135  
 WTVO Rockford, IL

| Ln    | Ch   | Start             | End             | Inventory Code                             | Break | Start/End Time   | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type   | Spots | Amount     |
|-------|------|-------------------|-----------------|--|-------|------------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------|------------|
| N 3   | WTVO | 03/12/18          | 03/16/18        | M-F 10a-11a<br>THE VIEW                    | CM    | 10a-11a          | MTWTF-- | :30 | 10                | \$50.00     | P5  | 0.00          | NM     | 10    | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week: |      | 03/12/18          | 03/18/18        | MTWTF--                                    |       |                  |         |     | 10                | \$50.00     |     | 0.00          |        |       |            |
| N 4   | WTVO | 03/12/18          | 03/16/18        | M-F 12p-1p<br>THE CHEW                     | CM    | 12p-1p           | MTWTF-- | :30 | 10                | \$50.00     | P5  | 0.00          | NM     | 10    | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week: |      | 03/12/18          | 03/18/18        | MTWTF--                                    |       |                  |         |     | 10                | \$50.00     |     | 0.00          |        |       |            |
| N 5   | WTVO | 03/12/18          | 03/16/18        | M-F 1p-2p<br>GENERAL HOSPITAL              | CM    | 1p-2p            | MTWTF-- | :30 | 5                 | \$50.00     | P5  | 0.00          | NM     | 5     | \$250.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week: |      | 03/12/18          | 03/18/18        | MTWTF--                                    |       |                  |         |     | 5                 | \$50.00     |     | 0.00          |        |       |            |
| N 6   | WTVO | 03/12/18          | 03/16/18        | M-F 3p-4p<br>Family Feud                   | CM    | M-F 3p-4p        | MTWTF-- | :30 | 10                | \$50.00     | P5  | 0.00          | NM     | 10    | \$500.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week: |      | 03/12/18          | 03/18/18        | MTWTF--                                    |       |                  |         |     | 10                | \$50.00     |     | 0.00          |        |       |            |
| N 7   | WTVO | 03/12/18          | 03/16/18        | M-F 4p-5p<br>Judge Judy                    | CM    | M-F 4p-5p        | MTWTF-- | :30 | 10                | \$75.00     | P5  | 0.00          | NM     | 10    | \$750.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week: |      | 03/12/18          | 03/18/18        | MTWTF--                                    |       |                  |         |     | 10                | \$75.00     |     | 0.00          |        |       |            |
| N 8   | WTVO | 03/12/18          | 03/16/18        | M-F 5p-530p News<br>Eyewitness News @ 5p   | CM    | M-F 5p-530p      | MTWTF-- | :30 | 5                 | \$175.00    | P5  | 0.00          | NM     | 5     | \$875.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week: |      | 03/12/18          | 03/18/18        | MTWTF--                                    |       |                  |         |     | 5                 | \$175.00    |     | 0.00          |        |       |            |
| N 9   | WTVO | 03/12/18          | 03/16/18        | M-F 6p-630p News<br>Eyewitness News @ 6p   | CM    | 6p-630p          | MTWTF-- | :30 | 5                 | \$150.00    | P5  | 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: |      | 03/12/18          | 03/18/18        | MTWTF--                                    |       |                  |         |     | 5                 | \$150.00    |     | 0.00          |        |       |            |
| N 10  | WTVO | 03/12/18          | 03/16/18        | M-F 630p-7p<br>ENTERTAINMENT TONIGHT       | CM    | 630p-7p          | MTWTF-- | :30 | 5                 | \$125.00    | P5  | 0.00          | NM     | 5     | \$625.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week: |      | 03/12/18          | 03/18/18        | MTWTF--                                    |       |                  |         |     | 5                 | \$125.00    |     | 0.00          |        |       |            |
| N 11  | WTVO | 03/17/18          | 03/17/18        | Sa 6p-630p News<br>Sa Eyewitness News @ 6p | CM    | Sa 6p-630p       | -----1- | :30 | 1                 | \$125.00    | P5  | 0.00          | NM     | 1     | \$125.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week: |      | 03/12/18          | 03/18/18        | -----1-                                    |       |                  |         |     | 1                 | \$125.00    |     | 0.00          |        |       |            |
| N 12  | WTVO | 03/18/18          | 03/18/18        | GMA Su<br>GMA Su                           | CM    | 7a-8a            | -----1  | :30 | 1                 | \$125.00    | P5  | 0.00          | NM     | 1     | \$125.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week: |      | 03/12/18          | 03/18/18        | -----1                                     |       |                  |         |     | 1                 | \$125.00    |     | 0.00          |        |       |            |
| N 13  | WTVO | 03/18/18          | 03/18/18        | Su 5p-530p News<br>Su Eyewitness News @ 5p | CM    | Su 5p-530p       | -----1  | :30 | 1                 | \$175.00    | P5  | 0.00          | NM     | 1     | \$175.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                            |       |                  |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |       |            |
| Week: |      | 03/12/18          | 03/18/18        | -----1                                     |       |                  |         |     | 1                 | \$175.00    |     | 0.00          |        |       |            |
| N 14  | WTVO | 03/18/18          | 03/18/18        | World News Sa-Su<br>World News Sa-Su       | CM    | World News Sa-Su | -----1  | :30 | 1                 | \$500.00    | P5  | 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: |      | 03/12/18          | 03/18/18        | -----1                                     |       |                  |         |     | 1                 | \$500.00    |     | 0.00          |        |       |            |
|       |      |                   |                 |  |       |                  |         |     |                   |             |     |               | Totals | 79    | \$7,175.00 |



# KATZ TELEVISION GROUP

125 West 53rd St  
New York, NY 10019

Contract # 25908031

Changes as of: 3/8/2018 at 7:27 PM

Version: Highlighting Revision 1

CPE: //2135

Flight: 3/12/18 - 3/18/18

Station: WTVO

Total \$: \$7,175.00

Agency: TARGET ENTERPRISES

Advertiser: CITIZENS FOR RAUNER

Market: Rockford

Total Spots: 79

15260 VENTURA BLVD  
SUITE 1240 SHERMAN  
DAXS CA 91403

Product: CITIZENS FOR RAUNER

Office: LOS ANGELES

Total CPP: \$31.73

Agency Order #:

Buyer: DEDE JEFFERY

Total GRP: 226.1

Salesperson: MARK DEUTSCH

Con Type: POLITICAL/NOTE

Separation:

Comments: ADDED COMPETITIVE FOR WGRF 16%

323-966-5272

Assistant: JOSEPH CRUZ

323-966-5001

| #          | Day/Time     | DP | Program               | Rate     | A35P Rating | Len | 3/12 - 3/12 |      | Total Spots | Total \$   | CPP*    | GRP*  |
|------------|--------------|----|-----------------------|----------|-------------|-----|-------------|------|-------------|------------|---------|-------|
|            |              |    |                       |          |             |     | 3/12        | 3/12 |             |            |         |       |
| 1          | M-F 7a-9a    | P5 | GOOD MORNING AMERICA  | \$125.00 | 2.8         | 30  | 10          |      | 10          | \$1,250.00 | \$44.64 | 28.0  |
| 2          | M-F 9a-10a   | P5 | LIVE W/ KELLY & RYAN  | \$50.00  | 1.5         | 30  | 5           |      | 5           | \$250.00   | \$33.33 | 7.5   |
| 3          | M-F 10a-11a  | P5 | THE VIEW              | \$50.00  | 1.4         | 30  | 10          |      | 10          | \$500.00   | \$35.71 | 14.0  |
| 4          | M-F 12n-1p   | P5 | THE CHEW              | \$50.00  | 1.3         | 30  | 10          |      | 10          | \$500.00   | \$38.46 | 13.0  |
| 5          | M-F 1p-2p    | P5 | GENERAL HOSPITAL      | \$50.00  | 1.7         | 30  | 5           |      | 5           | \$250.00   | \$29.41 | 8.5   |
| 6          | M-F 3p-4p    | P5 | FAMILY FUED           | \$50.00  | 1.8         | 30  | 10          |      | 10          | \$500.00   | \$27.78 | 18.0  |
| 7          | M-F 4p-5p    | P5 | JUDGE JUDY            | \$75.00  | 4.0         | 30  | 10          |      | 10          | \$750.00   | \$18.75 | 40.0  |
| 8          | M-F 5p-5:30p | P5 | WTVO 17 NEWS @ 5P     | \$175.00 | 7.3         | 30  | 5           |      | 5           | \$875.00   | \$23.97 | 36.5  |
| 9          | M-F 6p-6:30p | P5 | WTVO 17 NEWS @ 6P     | \$150.00 | 4.1         | 30  | 5           |      | 5           | \$750.00   | \$36.59 | 20.5  |
| 10         | M-F 6:30p-7p | P5 | ENTERTAINMENT TONIGHT | \$125.00 | 3.3         | 30  | 5           |      | 5           | \$625.00   | \$37.88 | 16.5  |
| 11         | Sa 6p-6:30p  | P5 | WTVO 17-EARLY NEWS SA | \$125.00 | 3.5         | 30  | 1           |      | 1           | \$125.00   | \$35.71 | 3.5   |
| 12         | Su 7a-8a     | P5 | GMA SUNDAY            | \$125.00 | 3.0         | 30  | 1           |      | 1           | \$125.00   | \$41.67 | 3.0   |
| 13         | Su 5p-5:30p  | P5 | WTVO 17 NEWS @ 5P SU  | \$175.00 | 7.8         | 30  | 1           |      | 1           | \$175.00   | \$22.44 | 7.8   |
| 14         | Su 5:30p-6p  | P5 | ABC NEWS SUNDAY       | \$500.00 | 9.3         | 30  | 1           |      | 1           | \$500.00   | \$53.76 | 9.3   |
| TOTALS: 79 |              |    |                       |          |             |     |             |      | 79          | \$7,175.00 | \$31.73 | 226.1 |

# 1434753



125 West 55th St  
New York, NY 10019

Contract # 25908031      Changes as of: 3/8/2018 at 7:27 PM      Version: Highlighting Revision 1  
 CPE: //2135      Flight: 3/12/18 - 3/18/18      Station: WTVO      Total S: \$7,175.00  
 Agency: TARGET      Advertiser: CITIZENS FOR RAUNER      Market: Rockford      Total Spots: 79  
 15260 VENTURA BLVD      Product: CITIZENS FOR RAUNER      Office: LOS ANGELES      Total CPP: \$31.73  
 SUITE 1240 SHERMAN      RAUNER  
 OAKS CA 91403  
 Agency Order #:      Buyer: DEDE JEFFERY      Primary Demo: Adults 35+      Total GRP: 226.1  
 Salesperson: MARK DEUTSCH      Assistant: JOSEPH CRUZ      Con Type: POLITICAL/VOTE      Separation:  
 323-966-5272      323-966-5001

Special Instructions

| Date/Time        | Added by    | Comment                        | Order Level Comments |
|------------------|-------------|--------------------------------|----------------------|
| 03/08/18 7:27 PM | JOSEPH CRUZ | ADDED COMPETITIVE FOR WQRF 16% |                      |

| Competitive Information |                     |
|-------------------------|---------------------|
| Market Budget:          | \$28,700            |
| WTVO Share:             | 25%                 |
| Comment:                | APPROXIMATE SHARE   |
|                         | Competitive Unknown |

| Daypart Summary |           |       |            |         |       |
|-----------------|-----------|-------|------------|---------|-------|
| Day/Time        | % Distrib | Spots | Dollars    | CPP     | GRP   |
| Total           | 100%      | 79    | \$7,175.00 | \$31.73 | 226.1 |

| Monthly Summary |       |            |  |
|-----------------|-------|------------|--|
| Month           | Spots | Dollars    |  |
| 2018-Mar        | 79    | \$7,175.00 |  |
| Total           | 79    | \$7,175.00 |  |

| Transaction History |                  |             |         |       |       |            |             |  |
|---------------------|------------------|-------------|---------|-------|-------|------------|-------------|--|
| Trans               | Created/Received | Created by  | Status  | Spot+ | Spot- | \$ Chg     | Contract \$ | Comment  |
| Revision            | 3/8/18 7:27 PM   | JOSEPH CRUZ | Revised |       |       | \$0        | \$7,175.00  | Changes: Origin comments to ADDED COMPETITIVE FOR WQRF 16% |
| New                 | 3/8/18 7:24 PM   | JOSEPH CRUZ | New     | 79    |       | \$7,175.00 | \$7,175.00  | ADDED COMPETITIVE FOR WQRF 16%                             |

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS 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.