

CONTRACT

Very


KOBI
125 South Fir Street
Medford, OR 97501
(541) 779-5555

kobi5.com

And:

Prism Communication
1322 G St. NE
Washington, DC 20003

| | | |
|--|--|--|
| <u>Contract / Revision</u> 15244 / | | <u>Alt Order #</u> 25325208 |
| <u>Product</u> yes on 97 | | |
| <u>Contract Dates</u> 10/11/16 - 10/17/16 | | <u>Estimate #</u> 4064 |
| <u>Advertiser</u> Yes on 97 | | <u>Original Date / Revision</u> 10/12/16 / 10/12/16 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KOBI | <u>Account Executive</u> Philadelphia Katz Ea | <u>Sales Office</u> Katz-Philadelph |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> 697 | <u>Product Code</u> 727 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|-----|-------------------|-----------------|------------------------|-------------------|------|--------|-------------|------|------|-------|---------|
| 1 | All | 10/13/16 | 10/13/16 | AgDay L1 | 5:00 AM-5:30 AM | | :30 | | | NM | 1 | \$30.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/10/16 | 10/16/16 | ---T--- | 1 | | | \$30.00 | | | | |
| 2 | All | 10/17/16 | 10/17/16 | AgDay L1 | 5:00 AM-5:30 AM | | :30 | | | NM | 1 | \$30.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/17/16 | 10/23/16 | M----- | 1 | | | \$30.00 | | | | |
| 3 | All | 10/11/16 | 10/11/16 | NBC5 News @ Sunrise L2 | 5:30 AM-6:00 AM | | :30 | | | NM | 1 | \$45.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/10/16 | 10/16/16 | -T----- | 1 | | | \$45.00 | | | | |
| 4 | All | 10/12/16 | 10/12/16 | NBC5 News @ Sunrise L2 | 5:30 AM-6:00 AM | | :30 | | | NM | 1 | \$45.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/10/16 | 10/16/16 | --W---- | 1 | | | \$45.00 | | | | |
| 5 | All | 10/13/16 | 10/13/16 | NBC5 News @ Sunrise L2 | 5:30 AM-6:00 AM | | :30 | | | NM | 1 | \$45.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/10/16 | 10/16/16 | ---T--- | 1 | | | \$45.00 | | | | |
| 6 | All | 10/14/16 | 10/14/16 | NBC5 News @ Sunrise L2 | 5:30 AM-6:00 AM | | :30 | | | NM | 1 | \$45.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/10/16 | 10/16/16 | ----F-- | 1 | | | \$45.00 | | | | |
| 7 | All | 10/17/16 | 10/17/16 | NBC5 News @ Sunrise L2 | 5:30 AM-6:00 AM | | :30 | | | NM | 1 | \$45.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/17/16 | 10/23/16 | M----- | 1 | | | \$45.00 | | | | |
| 8 | All | 10/11/16 | 10/11/16 | NBC5 News @ Sunrise L3 | 6:00 AM-7:00 AM | | :30 | | | NM | 1 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/10/16 | 10/16/16 | -T----- | 1 | | | \$80.00 | | | | |
| 9 | All | 10/12/16 | 10/12/16 | NBC5 News @ Sunrise L3 | 6:00 AM-7:00 AM | | :30 | | | NM | 1 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/10/16 | 10/16/16 | --W---- | 1 | | | \$80.00 | | | | |
| 10 | All | 10/13/16 | 10/13/16 | NBC5 News @ Sunrise L3 | 6:00 AM-7:00 AM | | :30 | | | NM | 1 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |
| Week: | | 10/10/16 | 10/16/16 | ---T--- | 1 | | | \$80.00 | | | | |
| 11 | All | 10/14/16 | 10/14/16 | NBC5 News @ Sunrise L3 | 6:00 AM-7:00 AM | | :30 | | | NM | 1 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | | <u>Rate</u> | | | | |

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| <u>Contract / Revision</u> | | <u>Alt Order #</u> |
| 15244 / | | 25325208 |
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 10/11/16 - 10/17/16 | yes on 97 | 4064 |
| <u>Advertiser</u> | | <u>Original Date / Revision</u> |
| Yes on 97 | | 10/12/16 / 10/12/16 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|-----|-------------------|-----------------|------------------------|-------------------|------|--------|-------------------|-------------|------|-------|----------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ----F-- | | | | 1 | \$80.00 | | | |
| 12 | All | 10/17/16 | 10/17/16 | NBC5 News @ Sunrise L3 | 6:00 AM-7:00 AM | | :30 | | | NM | 1 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/17/16 | 10/23/16 | M----- | | | | 1 | \$80.00 | | | |
| 13 | All | 10/11/16 | 10/11/16 | Today Show I L4 | 7:00 AM-9:00 AM | | :30 | | | NM | 2 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -T----- | | | | 2 | \$125.00 | | | |
| 14 | All | 10/12/16 | 10/12/16 | Today Show I L4 | 7:00 AM-9:00 AM | | :30 | | | NM | 2 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | --W---- | | | | 2 | \$125.00 | | | |
| 15 | All | 10/13/16 | 10/13/16 | Today Show I L4 | 7:00 AM-9:00 AM | | :30 | | | NM | 2 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ---T--- | | | | 2 | \$125.00 | | | |
| 16 | All | 10/14/16 | 10/14/16 | Today Show I L4 | 7:00 AM-9:00 AM | | :30 | | | NM | 2 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ----F-- | | | | 2 | \$125.00 | | | |
| 17 | All | 10/17/16 | 10/17/16 | Today Show I L4 | 7:00 AM-9:00 AM | | :30 | | | NM | 2 | \$250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/17/16 | 10/23/16 | M----- | | | | 2 | \$125.00 | | | |
| 18 | All | 10/11/16 | 10/11/16 | Today Show II L5 | 9:00 AM-10:00 AM | | :30 | | | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -T----- | | | | 1 | \$75.00 | | | |
| 19 | All | 10/12/16 | 10/12/16 | Today Show II L5 | 9:00 AM-10:00 AM | | :30 | | | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | --W---- | | | | 1 | \$75.00 | | | |
| 20 | All | 10/13/16 | 10/13/16 | Today Show II L5 | 9:00 AM-10:00 AM | | :30 | | | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ---T--- | | | | 1 | \$75.00 | | | |
| 21 | All | 10/14/16 | 10/14/16 | Today Show II L5 | 9:00 AM-10:00 AM | | :30 | | | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ----F-- | | | | 1 | \$75.00 | | | |
| 22 | All | 10/17/16 | 10/17/16 | Today Show II L5 | 9:00 AM-10:00 AM | | :30 | | | NM | 1 | \$75.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/17/16 | 10/23/16 | M----- | | | | 1 | \$75.00 | | | |
| 23 | All | 10/11/16 | 10/11/16 | Today Show III L6 | 10:00 AM-11:00 AM | | :30 | | | NM | 1 | \$25.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -T----- | | | | 1 | \$25.00 | | | |
| 24 | All | 10/12/16 | 10/12/16 | Today Show III L6 | 10:00 AM-11:00 AM | | :30 | | | NM | 1 | \$25.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | --W---- | | | | 1 | \$25.00 | | | |
| 25 | All | 10/13/16 | 10/13/16 | Today Show III L6 | 10:00 AM-11:00 AM | | :30 | | | NM | 1 | \$25.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ---T--- | | | | 1 | \$25.00 | | | |
| 26 | All | 10/14/16 | 10/14/16 | Today Show III L6 | 10:00 AM-11:00 AM | | :30 | | | NM | 1 | \$25.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ----F-- | | | | 1 | \$25.00 | | | |
| 27 | All | 10/17/16 | 10/17/16 | Today Show III L6 | 10:00 AM-11:00 AM | | :30 | | | NM | 1 | \$25.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

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| <u>Contract / Revision</u> 15244 / | | <u>Alt Order #</u> 25325208 |
| <u>Contract Dates</u> 10/11/16 - 10/17/16 | <u>Product</u> yes on 97 | <u>Estimate #</u> 4064 |
| <u>Advertiser</u> Yes on 97 | | <u>Original Date / Revision</u> 10/12/16 / 10/12/16 |

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| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|-------|-----|-------------------|-----------------|------------------------|------------------|------|--------|-------------------|-------------|------|-------|----------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/17/16 | 10/23/16 | M----- | | | | 1 | \$25.00 | | | |
| 28 | All | 10/11/16 | 10/11/16 | The Doctors L7 | 12:00 PM-1:00 PM | | :30 | | | NM | 1 | \$20.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -T----- | | | | 1 | \$20.00 | | | |
| 29 | All | 10/12/16 | 10/12/16 | The Doctors L7 | 12:00 PM-1:00 PM | | :30 | | | NM | 1 | \$20.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | --W---- | | | | 1 | \$20.00 | | | |
| 30 | All | 10/13/16 | 10/13/16 | The Doctors L7 | 12:00 PM-1:00 PM | | :30 | | | NM | 1 | \$20.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ---T--- | | | | 1 | \$20.00 | | | |
| 31 | All | 10/14/16 | 10/14/16 | The Doctors L7 | 12:00 PM-1:00 PM | | :30 | | | NM | 1 | \$20.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ----F-- | | | | 1 | \$20.00 | | | |
| 32 | All | 10/17/16 | 10/17/16 | The Doctors L7 | 12:00 PM-1:00 PM | | :30 | | | NM | 1 | \$20.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/17/16 | 10/23/16 | M----- | | | | 1 | \$20.00 | | | |
| 33 | All | 10/11/16 | 10/11/16 | Days of our Lives L8 | 1:00 PM-2:00 PM | | :30 | | | NM | 1 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -T----- | | | | 1 | \$80.00 | | | |
| 34 | All | 10/12/16 | 10/12/16 | Days of our Lives L8 | 1:00 PM-2:00 PM | | :30 | | | NM | 1 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | --W---- | | | | 1 | \$80.00 | | | |
| 35 | All | 10/13/16 | 10/13/16 | Days of our Lives L8 | 1:00 PM-2:00 PM | | :30 | | | NM | 1 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ---T--- | | | | 1 | \$80.00 | | | |
| 36 | All | 10/14/16 | 10/14/16 | Days of our Lives L8 | 1:00 PM-2:00 PM | | :30 | | | NM | 1 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ----F-- | | | | 1 | \$80.00 | | | |
| 37 | All | 10/17/16 | 10/17/16 | Days of our Lives L8 | 1:00 PM-2:00 PM | | :30 | | | NM | 1 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/17/16 | 10/23/16 | M----- | | | | 1 | \$80.00 | | | |
| 38 | All | 10/11/16 | 10/11/16 | Dr. Oz L9 | 4:00 PM-5:00 PM | | :30 | | | NM | 1 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -T----- | | | | 1 | \$80.00 | | | |
| 39 | All | 10/13/16 | 10/13/16 | Dr. Oz L9 | 4:00 PM-5:00 PM | | :30 | | | NM | 1 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ---T--- | | | | 1 | \$80.00 | | | |
| 40 | All | 10/17/16 | 10/17/16 | Dr. Oz L9 | 4:00 PM-5:00 PM | | :30 | | | NM | 1 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/17/16 | 10/23/16 | M----- | | | | 1 | \$80.00 | | | |
| 41 | All | 10/12/16 | 10/12/16 | NBC5 News @ 5p L10 | 5:00 PM-5:30 PM | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | --W---- | | | | 1 | \$150.00 | | | |
| 42 | All | 10/14/16 | 10/14/16 | NBC5 News @ 5p L10 | 5:00 PM-5:30 PM | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ----F-- | | | | 1 | \$150.00 | | | |
| 43 | All | 10/11/16 | 10/11/16 | M-F NBC5 News @ 6p L11 | 6:00 PM-6:30 PM | | :30 | | | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

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|----------|-----|-------------------|-----------------|---------------------------|--------------------|-----------------------|-----------------|-------------------|--------------------|-------------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -T----- | | | | 1 | \$175.00 | | | |
| 44 | All | 10/13/16 | 10/13/16 | M-F NBC5 News @ 6p L11 | 6:00 PM-6:30 PM | | :30 | | | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ---T--- | | | | 1 | \$175.00 | | | |
| 45 | All | 10/17/16 | 10/17/16 | M-F NBC5 News @ 6p L11 | 6:00 PM-6:30 PM | | :30 | | | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/17/16 | 10/23/16 | M----- | | | | 1 | \$175.00 | | | |
| 46 | All | 10/12/16 | 10/12/16 | M-F NBC5 News @ 6p L12 | 6:30 PM-7:00 PM | | :30 | | | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | --W---- | | | | 1 | \$175.00 | | | |
| 47 | All | 10/14/16 | 10/14/16 | M-F NBC5 News @ 6p L12 | 6:30 PM-7:00 PM | | :30 | | | NM | 1 | \$175.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ----F-- | | | | 1 | \$175.00 | | | |
| 48 | All | 10/11/16 | 10/11/16 | NBC5 News @ 7p L13 | 7:00 PM-7:30 PM | | :30 | | | NM | 1 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -T----- | | | | 1 | \$80.00 | | | |
| E 49 | All | 10/13/16 | 10/13/16 | NBC5 News @ 7p L13 | 7:00 PM-7:30 PM | | :30 | | | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ---T--- | | | | 1 | \$80.00 | | | |
| | | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Type</u> | | |
| | | 1 | All | 10/10/16-10/16/16 | NBC5 News @ 7p L13 | 7:00 PM-7:30 PM | ----Th---- | :30 | \$80.00 | NM | | |
| Credited | | | | | | | | | | | | |
| E 50 | All | 10/17/16 | 10/17/16 | NBC5 News @ 7p L13 | 7:00 PM-7:30 PM | | :30 | | | NM | 2 | \$160.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/17/16 | 10/23/16 | M----- | | | | 2 | \$80.00 | | | |
| 51 | All | 10/12/16 | 10/12/16 | Entertainment Tonight L14 | 7:30 PM-8:00 PM | | :30 | | | NM | 1 | \$60.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | --W---- | | | | 1 | \$60.00 | | | |
| 52 | All | 10/14/16 | 10/14/16 | Entertainment Tonight L14 | 7:30 PM-8:00 PM | | :30 | | | NM | 1 | \$60.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ----F-- | | | | 1 | \$60.00 | | | |
| 53 | All | 10/12/16 | 10/12/16 | Late News Rot M-Su L15 | 11:00 PM-11:35 PM | | :30 | | | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | --W---- | | | | 1 | \$100.00 | | | |
| E 54 | All | 10/14/16 | 10/14/16 | Late 11p News M-F L15 | 11p-1135p | | :30 | | | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ----F-- | | | | 1 | \$100.00 | | | |
| N 55 | All | 10/17/16 | 10/17/16 | Late 11p News M-F L15 | 11p-1135p | | :30 | | | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/17/16 | 10/23/16 | M----- | | | | 1 | \$100.00 | | | |
| 56 | All | 10/11/16 | 10/11/16 | Tonight Show: Fallon L16 | 11:35 PM-12:35 AM | | :30 | | | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -T----- | | | | 1 | \$100.00 | | | |
| 57 | All | 10/17/16 | 10/17/16 | Tonight Show: Fallon L16 | 11:35 PM-12:35 AM | | :30 | | | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/17/16 | 10/23/16 | M----- | | | | 1 | \$100.00 | | | |
| 58 | All | 10/11/16 | 10/11/16 | The Voice L17 | 8p-9p | | :30 | | | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In accordance with Federal Communications Commission requirements, California Oregon Broadcasting, Inc. will not discriminate in any contract for advertising on the basis of race or gender, and all such contracts will be evaluated, accepted, negotiated and completed without regard to race or gender.



KOBI
125 South Fir Street
Medford, OR 97501
(541) 779-5555

kobi5.com

| | | |
|---------------------|--|--------------------------|
| Contract / Revision | | Alt Order # |
| 15244 / | | 25325208 |
| Contract Dates | | Product |
| 10/11/16 - 10/17/16 | | yes on 97 |
| Estimate # | | 4064 |
| Advertiser | | Original Date / Revision |
| Yes on 97 | | 10/12/16 / 10/12/16 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|--------|-----|-------------------|-----------------|-------------------------|------------------|------|--------|-------------------|-------------|------|-------|------------|
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -T----- | | | | 1 | \$1,000.00 | | | |
| 59 | All | 10/13/16 | 10/13/16 | Chicago Med L18 | 9:00 PM-10:00 PM | | :30 | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ---T--- | | | | 1 | \$500.00 | | | |
| 60 | All | 10/14/16 | 10/14/16 | Dateline NBC L19 | 9:00 PM-11:00 PM | | :30 | | | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | ----F-- | | | | 1 | \$500.00 | | | |
| 61 | All | 10/15/16 | 10/15/16 | Today Show Sa L20 | 6:00 AM-8:00 AM | | :30 | | | NM | 1 | \$45.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -----S- | | | | 1 | \$45.00 | | | |
| 62 | All | 10/15/16 | 10/15/16 | Xfinity Kansas L21 | 12:30 PM-3:00 PM | | :30 | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -----S- | | | | 1 | \$300.00 | | | |
| 63 | All | 10/15/16 | 10/15/16 | NBC5 News Sat 8p L22 | 8-830p | | :30 | | | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -----S- | | | | 1 | \$100.00 | | | |
| 64 | All | 10/15/16 | 10/15/16 | Insider L23 | 8p-9p | | :30 | | | NM | 1 | \$45.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -----S- | | | | 1 | \$45.00 | | | |
| 65 | All | 10/15/16 | 10/15/16 | Saturday Night Live L24 | 11:35 PM-1:00 XM | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -----S- | | | | 1 | \$150.00 | | | |
| 66 | All | 10/16/16 | 10/16/16 | Today Show Su L25 | 7:00 AM-8:00 AM | | :30 | | | NM | 1 | \$60.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -----S | | | | 1 | \$60.00 | | | |
| 67 | All | 10/16/16 | 10/16/16 | Meet the Press L26 | 8:00 AM-9:00 AM | | :30 | | | NM | 1 | \$125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -----S | | | | 1 | \$125.00 | | | |
| 68 | All | 10/16/16 | 10/16/16 | NBC5 News Sun 830pm L27 | 8:30 PM-9:00 PM | | :30 | | | NM | 1 | \$125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -----S | | | | 1 | \$125.00 | | | |
| N 69 | All | 10/16/16 | 10/16/16 | Sprint Cup: Kansas L28 | 11:00 AM-3:00 PM | | :30 | | | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/10/16 | 10/16/16 | -----S | | | | 1 | \$300.00 | | | |
| Totals | | | | | | | | | | | 74 | \$8,460.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---------------------|------------|--------------|--------------|------------|
| 09/26/16 - 10/17/16 | 74 | \$8,460.00 | (\$1,269.00) | \$7,191.00 |
| Totals | 74 | \$8,460.00 | (\$1,269.00) | \$7,191.00 |

Signature: _____ Date: _____

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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125 West 55th St
New York, NY 10019

| | | | | | |
|-------------------------------------|--|---|--|---|--|
| Contract # 25325208 | | Changes as of: 10/12/2016 at 2:24 PM | | Version: Highlighting Revision 4 | |
| CPE: 697/727/4064 | | Flight: 10/11/16 - 10/17/16 | | Station: KOB | |
| Agency: PRISM COMMUNICATIONS | | Advertiser: Yes on 97 | | Market: Medford-Ashland | |
| Product: 1322 G ST NE | | Product: yes on 97 | | Office: PHILADELPHIA | |
| WASHINGTON, DC | | Agency Order #: 5450147 | | Primary Demo: Adults 35+ | |
| 20003 | | Buyer: Lauren Richards | | Con Type: POLITICAL/VOTE | |
| | | Salesperson: SHEPARD RITZEN | | Assistant: SHEPARD RITZEN | |
| | | 215-567-7950 | | 215-567-7950 | |

Comments: L15 changed to M-F 11p News, but still has Sunday booked. moved to 10/17.

| # | Day/Time | DP | Program | Rate | A3P Rating | Len | 10/11 - 10/17 | | | | | | | Total Spots | Total \$ | CPP | GRP |
|--------|----------------|----|-----------------|----------|------------|-----|---------------|-------|-------|-------|-------|-------|-------|-------------|------------|--------|-----|
| | | | | | | | 10/11 | 10/12 | 10/13 | 10/14 | 10/15 | 10/16 | 10/17 | | | | |
| REV 15 | M-F 11p-11:35p | | NBC5 NEWS AT 11 | \$100.00 | 0 | 30 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 3 | \$300.00 | \$0.00 | 0.0 |
| | | | | | | | TOTALS: | | | | | | | 74 | \$8,460.00 | \$0.00 | 0.0 |



125 West 55th St
New York, NY 10019

Contract # 25325208 Changes as of: 10/12/2016 at 2:24 PM Version: Highlighting Revision 4
CPE: 697/727/4064 Flight: 10/11/16 - 10/17/16 Station: KOB
Agency: PRISM COMMUNICATIONS Advertiser: Yes on 97 Market: Medford-Ashland
1322 G ST NE Product: yes on 97 Office: PHILADELPHIA
WASHINGTON, DC Agency Order #: 5450147 Primary Demo: Adults 35+
20003
Buyer: Lauren Richards Con Type: POLITICAL/VOTE
Salesperson: SHEPARD RITZEN Assistant: SHEPARD RITZEN
215-567-7950 215-567-7950
Total Spots: 74
Total CPP: \$0.00
Total GRP: 74
Traffic #: 15244
Separation: 30

| Special Instructions | |
|----------------------|--|
|----------------------|--|

| Order Level Comments | | |
|----------------------|-----------------|--|
| Date/Time | Added by | Comment |
| 10/12/16 2:24 PM | SHEPARD RITZEN | L15 changed to M-F 11p News, but still has Sunday booked, moved to 10/17. |
| 10/12/16 8:56 AM | Donna Rodriguez | L15 changed to M-F 11p News, but still has Sunday booked? |
| 10/12/16 7:00 AM | SHEPARD RITZEN | Add \$300 fr #4030 to nascar In28. Also move 1x n/a due to debate to other day In13 |
| 10/06/16 8:59 AM | SHEPARD RITZEN | L21 Nascar airs 1230-3p L22 6p News mvd to 8p after NASCAR L23 Insider PE moved to 830 L25 Su 7-8a = Sunday Today (ordered NBC5 Sun) L26 Su 8-9a = Meet The Press (ordered Sun Today) |
| 10/06/16 8:41 AM | Donna Rodriguez | L21 Nascar airs 1230-3p L22 6p News mvd to 8p after NASCAR L23 Insider PE and not rescheduled L25 Su 7-8a = Sunday Today (ordered NBC5 Sun) L26 Su 8-9a = Meet The Press (ordered Sun Today) |
| 10/05/16 1:16 PM | SHEPARD RITZEN | Separation: 30 |
| 10/05/16 1:16 PM | SHEPARD RITZEN | Separation: 30 |

| Competitive Information | |
|-------------------------|---------------------------|
| Market Budget: | \$52,875 |
| KOB Share: | 16% |
| Comment: | est share over multi buys |
| KDRV: | 46% |
| KWVU: | 8% |
| KTVL: | 30% |

| Daypart Summary | | | | |
|-----------------|-----------|-------|------------|-----|
| Day/Time | % Distrib | Spots | Dollars | GRP |
| Total | 100% | 74 | \$8,460.00 | 0.0 |

| Monthly Summary | | |
|-----------------|-------|------------|
| Month | Spots | Dollars |
| 2016-Oct | 74 | \$8,460.00 |
| Total | 74 | \$8,460.00 |

| Transaction History | | | | | |
|---------------------|------------------|-----------------|-----------|-------|--|
| Trans | Created/Received | Created by | Status | Spot+ | Spot- \$ Chg Contract \$ Comment |
| Revision | 10/12/16 2:24 PM | SHEPARD RITZEN | Revised | | |
| Makegood 2 | 10/12/16 8:56 AM | Donna Rodriguez | Confirmed | | \$0 \$0 Changes: Comments from L21 Nascar airs 1230-3p L22 6p News mvd to 8p after NASCAR L23 Insider PE moved to 830 L25 Su 7-8a = Sunday Today (ordered NBC5 Sun) L26 Su 8-9a = Meet The Press (ordered NBC5 Sun) In28. Also move 1x n/a due to debate to other day In13. Total Spots from 73 to 74, Calculated Dollars from \$8,160.00 to \$8,460.00. Competitive Market Budget from \$60,781 to \$62,875. User Entered \$ from \$8,160.00 to \$8,460.00, Total \$ from \$0 \$8,160.00 to \$8,460.00. 3 buylines added or modified. |
| Revision | 10/12/16 7:00 AM | SHEPARD RITZEN | Confirmed | 1 | \$300.00 \$0 Changes: Comments from Add \$300 fr #4030 to nascar In28. Also move 1x n/a due to debate to other day In13 to L15 changed to M-F 11p News, but still has Sunday booked. moved to 10/17.. 1 buyline added or modified. |



125 West 55th St
New York, NY 10019

Contract # 25325208 Changes as of: 10/12/2016 at 2:24 PM Version: Highlighting Revision 4
CPE: 697/727/4064 Flight: 10/11/16 - 10/17/16 Station: KOB
Agency: PRISM COMMUNICATIONS Advertiser: Yes on 97 Market: Medford-Ashland
1322 G ST NE Product: yes on 97 Office: PHILADELPHIA
WASHINGTON, DC Agency Order #: 5450147 Primary Demo: Adults 35+
20003
Buyer: Lauren Richards Con Type: POLITICAL/VOTE
Salesperson: SHEPARD RITZEN Assistant: SHEPARD RITZEN Traffic #: 15244
215-567-7950 Separation:

Total \$: \$8,460.00
Total Spots: 74
Total CPP: \$0.00
Total GRP:

| Transaction History | | | | | | |
|-----------------------------------|------------------|-----------------|-----------|--------|-------|------------|
| Trans | Created/Received | Created by | Status | Spot++ | Spot- | \$ Chg |
| Revision | 10/6/16 8:59 AM | SHEPARD RITZEN | Confirmed | | | \$0 |
| Makegood 1 | 10/6/16 8:41 AM | Donna Rodriguez | Confirmed | | | \$0 |
| Queued for Electronic Contracting | 10/5/16 2:21 PM | | | | | \$0 |
| Revision | 10/5/16 1:16 PM | SHEPARD RITZEN | Confirmed | | | \$0 |
| New | 10/5/16 1:13 PM | SHEPARD RITZEN | New | 73 | | \$8,160.00 |

Changes: Comments from Separation: 30 to L21 Nascar airs 1230-3p
L22 6p News mv'd to 8p after NASCAR
L23 Insider PE moved to 830
L25 Su 7-8a = Sunday Today (ordered NBC5 Sun)
L26 Su 8-9a = Meet The Press (ordered Sun Today). 5 buylines added or modified.

Changes: User Entered \$ from \$0.00 to \$8,160.00, Demo Meta to [R16], Buyer from Placement, Media to Lauren Richards, Product from Issue to yes on 97.

Non-Discrimination Policy 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 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.