

CONTRACT

123



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

kobi5.com

And:

Target Enterprises  
15260 Ventura Blvd Suite 1240  
Sherman Oaks, CA 91403

Contract / Revision 14418 / 1		Alt Order # 25205474
Product NO on 97 - Defeat th		
Contract Dates 10/17/16 - 10/23/16		Estimate # 1884
Advertiser Defeat the Tax		Original Date / Revision 10/14/16 / 10/14/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOBI	Account Executive Los Angeles Katz Ea	Sales Office Katz-Los Angele
Special Handling		
Demographic Adults 35+		
		Total Ratings 157.80
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	All	10/17/16	10/21/16	Today Show I L2	7:00 AM-9:00 AM		:30				NM	10	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--				10	\$80.00	2.20			
2	All	10/17/16	10/21/16	NBC5 News @ 5p L3	5:00 PM-5:30 PM		:30				NM	5	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--				5	\$120.00	3.10			
3	All	10/17/16	10/21/16	M-F NBC Nightly News L4	5:30 PM-6:00 PM		:30				NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--				4	\$250.00	4.80			
4	All	10/17/16	10/21/16	M-F NBC5 News @ 6p L5	6:00 PM-6:30 PM		:30				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:		10/17/16	10/23/16	MTWTF--				5	\$150.00	2.20			
5	All	10/17/16	10/21/16	M-F NBC5 News @ 6p L6	6:30 PM-7:00 PM		:30				NM	5	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--				5	\$135.00	1.90			
6	All	10/17/16	10/17/16	Mon Prime Other L7	7:58 PM-10:00 PM		:30				NM	2	\$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:		10/17/16	10/23/16	M-----				2	\$800.00	6.10			
7	All	10/18/16	10/18/16	Tue Prime Hr 1 L9	8:00 PM-9:00 PM		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-T-----				1	\$900.00	6.50			
8	All	10/19/16	10/19/16	Wed Prime Hr 1 L10	8:00 PM-9:00 PM		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	--W----				1	\$350.00	3.50			
9	All	10/20/16	10/20/16	Thu Prime Hr 2 L11	9:00 PM-10:00 PM		:30				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:		10/17/16	10/23/16	---T---				1	\$400.00	4.10			
10	All	10/22/16	10/22/16	NBC5 News @ 6p Sa L12	6:00 PM-6:30 PM		:30				NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S-				1	\$80.00	2.20			
11	All	10/22/16	10/22/16	Saturday Night Live L13	11:35 PM-1:00 XM		:30				NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</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.



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

kobi5.com

<u>Contract / Revision</u> 14418 / 1		<u>Alt Order #</u> 25205474
<u>Contract Dates</u> 10/17/16 - 10/23/16	<u>Product</u> NO on 97 - Defeat th	<u>Estimate #</u> 1884
<u>Advertiser</u> Defeat the Tax		<u>Original Date / Revision</u> 10/14/16 / 10/14/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S-				1	\$220.00	2.80			
12	All	10/23/16	10/23/16	Meet the Press L14	8:00 AM-9:00 AM		:30				NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S				1	\$95.00	3.10			
N 13	All	10/23/16	10/23/16	NBC5 News Sun 830pm L15	8:30 PM-9:00 PM		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S				1	\$75.00	1.30			
14	All	10/23/16	10/23/16	Regular Season L17	5:20 PM-8:30 PM		:30				NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S				2	\$2,000.00	10.60			
15	All	10/17/16	10/23/16	NBC5 News @ Sunrise L18	6a-7a		:30				NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--				5	\$80.00	1.20			
16	All	10/17/16	10/23/16	Today Show II L19	9a-10a		:30				NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--				5	\$75.00	1.30			
17	All	10/17/16	10/23/16	Entertainment Tonight L20	730-8		:30				NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--				5	\$60.00	1.30			
N 18	All	10/19/16	10/19/16	Presidential Debate L21	6p-7p		:30				NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	--W----				1	\$5,000.00	4.70			
Totals										157.80		56	\$17,620.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/23/16	56	\$17,620.00	(\$2,643.00)	\$14,977.00
Totals	56	\$17,620.00	(\$2,643.00)	\$14,977.00

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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125 West 55th St  
New York, NY 10019

KATZ TELEVISION  
GROUP

Contract # 25205474      Changes as of: 10/13/2016 at 2:42 PM      Version: Highlighting Revision 3

CPE: /OR TAX/1884      Flight: 10/17/16 - 10/23/16      Station: KOB!      Total \$: \$17,620.00

Agency: TARGET ENTERPRISES      Advertiser: Defeat the Tax on OR Sales      Market: Medford-Ashland      Total Spots: 56

TARGET ENTERPRISES 15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403      Product: NO on 97 - Defeat the Tax on OR Sales      Office: LOS ANGELES      Total CPP: \$111.66

Agency Order #:      Primary Demo: Adults 35+      Total GRP: 157.8

Buyer: MEREDITH MARCUS      Con Type: POLITICAL/VOTE      Traffic #: 14418

Salesperson: STEVE BANKA      Assistant: CARL SKINNER      Separation:

Comments: REVISION: ADD TO SCHED LN 21 PRES DEBATE (+\$5000); PLEASE CONFIRM OR ADVISE - THANKS

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/17 - 10/17		Total Spots	Total \$	CPP	GRP
							10/17					
15	Su 8:30p-9p		5 NEWS @ 6P SUN	\$75.00	1.3	30	1		1	\$75.00	\$57.69	1.3
Changes: A35P Rating from 1.9 to 1.3												
18	M-F 6a-7a		5 NEWS @ SUNRISE	\$80.00	1.2	30	5		5	\$400.00	\$66.67	6.0
19	M-F 9a-10a		TODAY SHOW 2	\$75.00	1.3	30	5		5	\$375.00	\$57.69	6.5
20	M-F 7:30p-8p		ENT TONIGHT	\$60.00	1.3	30	5		5	\$300.00	\$46.15	6.5
REV+ 21	W 6p-8p		PRESSIDENTIAL DEBATE	\$5,000.00	4.7	30	0	1	1	\$5,000.00	\$1,063.83	4.7
556p PRE-BREAK												
TOTALS:									56	\$17,620.00	\$111.66	157.8



125 West 55th St  
New York, NY 10019

**KATZ TELEVISION GROUP**

Contract # 25205474 Changes as of: 10/13/2016 at 2:42 PM Version: Highlighting Revision 3

CPE: /OR TAX/1884 Flight: 10/17/16 - 10/23/16 Station: KOB1 Total \$: \$17,620.00

Agency: TARGET ENTERPRISES Advertiser: Defeat the Tax on OR Sales Market: Medford-Ashland Total Spots: 56

TARGET ENTERPRISES 15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403 Product: NO on 97 - Defeat the Tax on OR Sales Office: LOS ANGELES Total CPP: \$111.66

Agency Order #: Buyer: MEREDITH MARCUS Primary Demo: Adults 35+ Total GRP: 157.8

Salesperson: STEVE BANKA Assistant: CARL SKINNER Con Type: POLITICAL/VOTE Traffic #: 14418

323-966-5021 323-966-5023 Separation:

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/13/16 2:42 PM	CARL SKINNER	REVISION: ADD TO SCHED LN 21 PRES DEBATE (+\$5000); PLEASE CONFIRM OR ADVISE - THANKS
10/03/16 9:39 AM	CARL SKINNER	REVISION: ADD TO SCHED LINES 18-20 (+\$1075); PLEASE CONFIRM OR ADVISE - THANKS
08/12/16 4:14 PM	CARL SKINNER	NEW ORDER TARGET VARIOUS; W/O 10/17; ORDER 6 OF 9; PLEASE CONFIRM OR ADVISE - THANKS
06/17/16 3:06 PM	CARL SKINNER	NEW ORDER TARGET VARIOUS; W/O 10/17; ORDER 6 OF 9; PLEASE CONFIRM OR ADVISE - THANKS

Competitive Information	
Market Budget: \$110,125	
KOB1 Share: 16%	
Comment:	
Unknown: 84%	

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	56	\$17,620.00	157.8
Total	100%	56	\$17,620.00	157.8

Monthly Summary		
Month	Spots	Dollars
2016-Oct	56	\$17,620.00
Total	56	\$17,620.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	10/13/16 2:42 PM	CARL SKINNER	Revised	1		\$5,000.00
Revision	10/3/16 9:39 AM	CARL SKINNER	Confirmed	15		\$1,075.00
Queued for Electronic Contracting	8/17/16 4:06 PM					\$0
Queued for Electronic Contracting	8/15/16 3:26 PM					\$0

Changes: Total Spots from 55 to 56, Calculated Dollars from \$12,620.00 to \$17,620.00, Total GRPs from 153.7 to 157.8, Total CPP from \$82.11 to \$111.66, Competitive Market Budget from \$78,875 to \$110,125, Total \$ from \$12,620.00 to \$17,620.00, Comments from REVISION: ADD TO SCHED LINES 18-20 (+\$1075); PLEASE CONFIRM OR ADVISE - THANKS TO REVISION: ADD TO SCHED LN 21 PRES DEBATE (+\$5000); PLEASE CONFIRM OR ADVISE - THANKS, User Entered \$ from \$12,620.00 to \$17,620.00, 5 buylines added or modified.

Changes: Total Spots from 40 to 55, Calculated Dollars from \$11,545.00 to \$12,620.00, Total GRPs from 134.7 to 153.7, Total CPP from \$85.71 to \$82.11, Competitive Market Budget from \$72,156 to \$78,875, Total \$ from \$11,545.00 to \$12,620.00, Comments from REVISED TO UPDATE ADVERTISER NAME: DEFEAT THE TAX ON OREGON SALES; UPDATED ESTIMATE NUMBER; NO OTHER CHANGES MADE; PLEASE CONFIRM OR ADVISE - THANKS TO REVISION: ADD TO SCHED LINES 18-20 (+\$1075); PLEASE CONFIRM OR ADVISE - THANKS, User Entered \$ from \$11,545.00 to \$12,620.00, 3 buylines added or modified.



