



WTVO  
PO Box 470  
Rockford, IL 61105

Shorr Johnson Magnus  
100 North 20th Street  
Suite 201  
Philadelphia, PA 19103

# Contract # 1621375

<b>Schedule Dates</b>	07/18/17-07/24/17	<b>Date Entered</b>	07/17/17
<b>Advertiser</b>	JB Pritzker/Governor/Illinois/Democrat (87725)	<b>Last Modified</b>	07/17/17
<b>Agency</b>	Shorr Johnson Magnus (19332)	<b>Entered By</b>	Charlene Whiteside
<b>Product</b>	Political - Governor (1067)	<b>CO-OP</b>	No
<b>Brand</b>	2/2/17 PRIMARY ELECTION (632834)	<b>Headline #</b>	ECR25639790
<b>Salesperson</b>	Millennium - Washington D, Washington DC (1421)	<b>Demo</b>	Normal
<b>Sales Office</b>	Millennium - Washington DC	<b>Order Type</b>	Package Deal
<b>Buyer Name</b>	Mike, D'Ettorre,	<b>Commission %</b>	15.00
<b>Phone/Fax</b>	/	<b>Commission</b>	\$1,185.00
<b>CPE</b>	2/2/17	<b>Net Total</b>	\$6,715.00
<b>Account Types</b>	National/Political	<b>Sales Tax</b>	
<b>Billing Type</b>	Standard		
<b>Comments</b>	Primary Election Separation: 30		

<b>By Broadcast Month</b>	<b>Spots</b>	<b>Rate</b>
Jul 2017	41	\$7,900.00
<b>Grand Total:</b>	<b>41</b>	<b>\$7,900.00</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
1.0	Normal Line / SPOT	07/18/17-07/18/17	4	:30	6A-7A (CST)			1						1	\$130.00	\$130.00	Rockford (WTVO)	WTVO Morning News	7/17/17
2.0	Normal Line / SPOT	07/19/17-07/19/17	4	:30	6A-7A (CST)				1					1	\$130.00	\$130.00	Rockford (WTVO)	WTVO Morning News	7/17/17
3.0	Normal Line / SPOT	07/20/17-07/20/17	4	:30	6A-7A (CST)					1				1	\$130.00	\$130.00	Rockford (WTVO)	WTVO Morning News	7/17/17
4.0	Normal Line / SPOT	07/21/17-07/21/17	4	:30	6A-7A (CST)						1			1	\$130.00	\$130.00	Rockford (WTVO)	WTVO Morning News	7/17/17
5.0	Normal Line / SPOT	07/24/17-07/24/17	4	:30	6A-7A (CST)		1							1	\$130.00	\$130.00	Rockford (WTVO)	WTVO Morning News	7/17/17
6.0	Normal Line / SPOT	07/18/17-07/18/17	4	:30	7A-9A (CST)			1						1	\$200.00	\$200.00	Rockford (WTVO)	Good Morning America	7/17/17
7.0	Normal Line / SPOT	07/19/17-07/19/17	4	:30	7A-9A (CST)				1					1	\$200.00	\$200.00	Rockford (WTVO)	Good Morning America	7/17/17
8.0	Normal Line / SPOT	07/20/17-07/20/17	4	:30	7A-9A (CST)					1				1	\$200.00	\$200.00	Rockford (WTVO)	Good Morning America	7/17/17
9.0	Normal Line / SPOT	07/21/17-07/21/17	4	:30	7A-9A (CST)						1			1	\$200.00	\$200.00	Rockford (WTVO)	Good Morning America	7/17/17
10.0	Normal Line / SPOT	07/24/17-07/24/17	4	:30	7A-9A (CST)		1							1	\$200.00	\$200.00	Rockford (WTVO)	Good Morning America	7/17/17
11.0	Normal Line / SPOT	07/18/17-07/18/17	4	:30	9A-10A (CST)				1					1	\$85.00	\$85.00	Rockford (WTVO)	Live With Kelly & Ryan	7/17/17
12.0	Normal Line / SPOT	07/19/17-07/19/17	4	:30	9A-10A (CST)					1				1	\$85.00	\$85.00	Rockford (WTVO)	Live With Kelly & Ryan	7/17/17
13.0	Normal Line / SPOT	07/20/17-07/20/17	4	:30	9A-10A (CST)						1			1	\$85.00	\$85.00	Rockford (WTVO)	Live With Kelly & Ryan	7/17/17

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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See the back of this document for Advertising Contract Terms and Conditions



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PO Box 470  
Rockford, IL 61105

Shorr Johnson Magnus  
100 North 20th Street  
Suite 201  
Philadelphia, PA 19103

# Contract # 1621375

**Schedule Dates** 07/18/17-07/24/17  
**Advertiser** JB Pritzker/Governor/Illinois/Democrat (87725)  
**Agency** Shorr Johnson Magnus (19332)  
**Product** Political - Governor (1067)  
**Brand** 2/2/17 PRIMARY ELECTION (632834)  
**Salesperson** Millennium - Washington D, Washington DC (1421)  
**Sales Office** Millennium - Washington DC  
**Buyer Name** Mike D'Eltonre,  
**Phone/Fax** /  
**CPE** 2/2/17  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** Primary Election Separation: 30

**Date Entered** 07/17/17  
**Last Modified** 07/17/17  
**Entered By** Charlene Whiteside  
**CO-OP** No  
**Headline #** ECR25639790  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,185.00  
**Net Total** \$6,715.00  
**Sales Tax**

**Rockford (WTVO)**  
**By Broadcast Month**  
Jul. 2017  
**Spots** 41  
**Rate** \$7,900.00  
**Grand Total:** 41 \$7,900.00

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
14.0	Normal Line / SPOT	07/21/17-07/24/17	4	:30	9A-10A (CST)						1			1	\$85.00	\$85.00	Rockford (WTVO)	Live With Kelly & Ryan	7/17/17
15.0	Normal Line / SPOT	07/24/17-07/24/17	4	:30	9A-10A (CST)									1	\$85.00	\$85.00	Rockford (WTVO)	Live With Kelly & Ryan	7/17/17
16.0	Normal Line / SPOT	07/18/17-07/18/17	4	:30	12P-1P (CST)				1					1	\$85.00	\$85.00	Rockford (WTVO)	The Crew	7/17/17
17.0	Normal Line / SPOT	07/19/17-07/19/17	4	:30	12P-1P (CST)				1					1	\$85.00	\$85.00	Rockford (WTVO)	The Crew	7/17/17
18.0	Normal Line / SPOT	07/20/17-07/20/17	4	:30	12P-1P (CST)					1				1	\$85.00	\$85.00	Rockford (WTVO)	The Crew	7/17/17
19.0	Normal Line / SPOT	07/21/17-07/21/17	4	:30	12P-1P (CST)						1			1	\$85.00	\$85.00	Rockford (WTVO)	The Crew	7/17/17
20.0	Normal Line / SPOT	07/24/17-07/24/17	4	:30	12P-1P (CST)									1	\$85.00	\$85.00	Rockford (WTVO)	The Crew	7/17/17
21.0	Normal Line / SPOT	07/18/17-07/18/17	4	:30	4:30P-5P (CST)				1					1	\$125.00	\$125.00	Rockford (WTVO)	Judge Judy Hour	7/17/17
22.0	Normal Line / SPOT	07/19/17-07/19/17	4	:30	4:30P-5P (CST)					1				1	\$125.00	\$125.00	Rockford (WTVO)	Judge Judy Hour	7/17/17
23.0	Normal Line / SPOT	07/20/17-07/20/17	4	:30	4:30P-5P (CST)						1			1	\$125.00	\$125.00	Rockford (WTVO)	Judge Judy Hour	7/17/17
24.0	Normal Line / SPOT	07/21/17-07/21/17	4	:30	4:30P-5P (CST)							1		1	\$125.00	\$125.00	Rockford (WTVO)	Judge Judy Hour	7/17/17
25.0	Normal Line / SPOT	07/24/17-07/24/17	4	:30	4:30P-5P (CST)									1	\$125.00	\$125.00	Rockford (WTVO)	Judge Judy Hour	7/17/17
26.0	Normal Line / SPOT	07/22/17-07/22/17	3	:30	6P-6:30P (CST)								1	1	\$325.00	\$325.00	Rockford (WTVO)	WTVO CH17-Sat	7/17/17
27.0	Normal Line / SPOT	07/18/17-07/18/17	3	:30	5P-5:30P (CST)				1					1	\$400.00	\$400.00	Rockford (WTVO)	WTVO CH. 17 News At 5PM	7/17/17

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Shorr Johnson Magnus  
100 North 20th Street  
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Agency: Shorr Johnson Magnus (19332)  
Product: Political - Governor (1067)  
Brand: 2/2/17 PRIMARY ELECTION (632834)  
Salesperson: Millennium - Washington D, Washington DC (1421)  
Sales Office: Millennium - Washington D, Washington DC  
Buyer Name: Mike, D'Ebbre,  
Phone/Fax: /  
CPE: 2/2/17  
Account Types: National/Political  
Billing Type: Standard  
Comments: Primary Election  
Separator: 30

Date Entered: 07/17/17  
Last Modified: 07/17/17  
Entered By: Charlene Whiteside  
CO-OP: No  
Headline #: ECR25639790  
Demo:  
Order Type: Normal  
Package Deal:  
Commission %: 15.00  
Commission: \$1,185.00  
Net Total: \$6,715.00  
Sales Tax:

Rockford (WTVO)		
By Broadcast Month	Spots	Rate
Jul. 2017	41	\$7,900.00
<b>Grand Total:</b>	<b>41</b>	<b>\$7,900.00</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
28.0	Normal Line / SPOT	07/19/17-07/19/17	3	:30	5P- 5:30P (CST)	1			1					1	\$400.00	\$400.00	Rockford (WTVO)	WTVO Ch. 17 News At 5PM	7/17/17
29.0	Normal Line / SPOT	07/20/17-07/20/17	3	:30	5P- 5:30P (CST)	1				1				1	\$400.00	\$400.00	Rockford (WTVO)	WTVO Ch. 17 News At 5PM	7/17/17
30.0	Normal Line / SPOT	07/21/17-07/21/17	3	:30	5P- 5:30P (CST)	1					1			1	\$400.00	\$400.00	Rockford (WTVO)	WTVO Ch. 17 News At 5PM	7/17/17
31.0	Normal Line / SPOT	07/24/17-07/24/17	3	:30	5P- 5:30P (CST)	1	1							1	\$400.00	\$400.00	Rockford (WTVO)	WTVO Ch. 17 News At 5PM	7/17/17
32.0	Normal Line / SPOT	07/19/17-07/19/17	4	:30	6:30P- 7P (CST)	1			1					1	\$225.00	\$225.00	Rockford (WTVO)	Entertainment Tonight	7/17/17
33.0	Normal Line / SPOT	07/20/17-07/20/17	4	:30	6:30P- 7P (CST)	1				1				1	\$225.00	\$225.00	Rockford (WTVO)	Entertainment Tonight	7/17/17
34.0	Normal Line / SPOT	07/21/17-07/21/17	4	:30	6:30P- 7P (CST)	1					1			1	\$225.00	\$225.00	Rockford (WTVO)	Entertainment Tonight	7/17/17
35.0	Normal Line / SPOT	07/22/17-07/22/17	4	:30	10P- 10:35P (CST)	1						1		1	\$275.00	\$275.00	Rockford (WTVO)	WTVO Ch17 News 10	7/17/17
36.0	Normal Line / SPOT	07/23/17-07/23/17	4	:30	10P- 10:35P (CST)	1							1	1	\$250.00	\$250.00	Rockford (WTVO)	WTVO Ch17 News 10	7/17/17
37.0	Normal Line / SPOT	07/18/17-07/18/17	4	:30	10P- 10:35P (CST)	1			1					1	\$250.00	\$250.00	Rockford (WTVO)	WTVO Ch17 News 10	7/17/17
38.0	Normal Line / SPOT	07/19/17-07/19/17	4	:30	10P- 10:35P (CST)	1			1					1	\$250.00	\$250.00	Rockford (WTVO)	WTVO Ch17 News 10	7/17/17
39.0	Normal Line / SPOT	07/20/17-07/20/17	4	:30	10P- 10:35P (CST)	1				1				1	\$250.00	\$250.00	Rockford (WTVO)	WTVO Ch17 News 10	7/17/17
40.0	Normal Line / SPOT	07/21/17-07/21/17	4	:30	10P- 10:35P (CST)	1					1			1	\$250.00	\$250.00	Rockford (WTVO)	WTVO Ch17 News 10	7/17/17
41.0	Normal Line / SPOT	07/24/17-07/24/17	4	:30	10P- 10:35P (CST)	1	1							1	\$250.00	\$250.00	Rockford (WTVO)	WTVO Ch17 News 10	7/17/17

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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CONFIRMATION CONTRACT			
Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:
			Comments:

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# KATZ TELEVISION GROUP

125 West 55th St.  
New York, NY 10019

Contract # 25639790

Changes as of: 7/17/2017 at 10:48 AM

Version: Current State Version 1

CPE: 22/17

Flight: 7/18/17 - 7/24/17

Total \$: \$7,900.00

Agency: SHORR JOHNSON

Advertiser: Pritzker-Gov IL

Station: WTVU

Total Spots: 41

100 N 20th St. Suite 201  
Philadelphia, PA 19103

Product: Primary Election

Office: WASHINGTON

Total CPE: \$0.00

Agency Order #: 6358367

Buyer: D'Elorre, Mike

Primary Demo:

Total GRP:

Salesperson: BRADLEY PHILLIPS  
202-955-5342

Con Type: POLITICAL/NOTE  
Assistant: BRADLEY PHILLIPS  
202-955-5342

Separation:

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	Len	7/18 - 7/24							Total Spots	Total \$	CPP	GRP
						7/18	7/19	7/20	7/21	7/22	7/23	7/24				
1	Tu-F, M 6a-7a		WTVU Morning News	\$130.00	30	1	1	1	1	0	0	1	5	\$650.00	\$0.00	0.0
2	Tu-F, M 7a-9a		Good Morning America	\$200.00	30	1	1	1	1	0	0	1	5	\$1,000.00	\$0.00	0.0
3	Tu-F, M 9a-10a		Live With Kelly & Ryan	\$85.00	30	1	1	1	1	0	0	1	5	\$425.00	\$0.00	0.0
4	Tu-F, M 12n-1p		The Chew	\$85.00	30	1	1	1	1	0	0	1	5	\$425.00	\$0.00	0.0
5	Tu-F, M 4:30p-5p		Judge Judy Hour	\$125.00	30	1	1	1	1	0	0	1	5	\$625.00	\$0.00	0.0
6	Sa 6p-6:30p		WTVU Ch17-Sat	\$325.00	30	0	0	0	0	1	0	0	1	\$325.00	\$0.00	0.0
7	Tu-F, M 5p-5:30p		WTVU Ch. 17 News At 5PM	\$400.00	30	1	1	1	1	0	0	1	5	\$2,000.00	\$0.00	0.0
8	Tu-F, M 6:30p-7p		Entertainment Tonight	\$225.00	30	0	1	1	1	0	0	0	3	\$675.00	\$0.00	0.0
9	Sa 10p-10:35p		WTVU Ch17 News 10	\$275.00	30	0	0	0	0	1	0	0	1	\$275.00	\$0.00	0.0
10	Su 10p-10:35p		WTVU Ch17 News 10	\$250.00	30	0	0	0	0	0	1	0	1	\$250.00	\$0.00	0.0
11	Tu-F, M 10p-10:35p		WTVU Ch17 News 10	\$250.00	30	1	1	1	1	0	0	1	5	\$1,250.00	\$0.00	0.0
TOTALS:						7	8	8	8	2	1	7	41	\$7,900.00	\$0.00	0.0

1621375

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 25639790 Charges as of: 7/17/2017 at 10:48 AM Version: Current State Version 1

CPE: 212/17 Flight: 7/18/17 - 7/24/17 Station: WTVO Total \$: \$7,900.00  
Agency: SHORR JOHNSON MAGNUS Advertiser: Pritzker-Gov IL Market: Rockford Total Spots: 41

100 N. 20th St. Suite 201 Product: Primary Election Office: WASHINGTON Total CPP: \$0.00  
Philadelphia, PA 19103 Agency Order #: 6358367

Buyer: D'Elia, Mike Con Type: POLITICAL/VOTE  
Salesperson: BRADLEY PHILIPPS Assistant: BRADLEY PHILIPPS  
202-955-5342 202-955-5342 Separation: Total GRP:

Special Instructions

Date/Time Added by Comment  
07/17/17 10:48 AM BRADLEY PHILIPPS Separation: 30

Competitive Information  
Market Budget: \$21,944  
WTVO Share: 36%  
Comment:  
WQRF: 32%  
WQRF: 7%  
WREX: 25%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	41	\$7,900.00	N/A	0.0
Total	100%	41	\$7,900.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2017-Jul	41	\$7,900.00
Total	41	\$7,900.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	7/17/17 11:31 AM					\$0
New	7/17/17 10:48 AM	BRADLEY PHILIPPS	New	41		\$7,900.00

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.