

Mark Kira for Senate
10/15-10/18/16
\$3,750

POLITICAL FILE CHECK LIST

- ☒ Sent Statement of Policy on Political Advertising
- ☒ Original Order and Any revisions to order
- ☒ Station Contract
- ☒ Certification from (Federal only)
- ☒ NAB form including authorized officers, directors, agents
- ☐ Rebate information
- ☒ Copy orders sent to Champaign office
- ☒ Check

*Note: Class of time must be shown on contracts and invoices.
Retention Period: Two Years*





125 West 55th St
New York, NY 10019

Comments: Separation: 30

Contract # 25329624	Changes as of: 10/13/2016 at 9:42 AM	Version: Current State Version 1
CPE: 215/234/4087	Flight: 10/15/16 - 10/18/16	Total \$: \$3,750.00
Agency: MENTZER MEDIA SERVIC	Advertiser: Kirk, Mark	Total Spots: 16
210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	Product: MKIRK	Total CPM: \$94.70
Agency Order #: 5475597	Buyer: Rumbley, Chris	Total GRP: 39.6
Salesperson: ALEXANDRA BRADLEY	Primary Demo: Adults 35+ Con Type: POLITICAL/NOTE	Separation:
202-955-5342	Assistant: ALEXANDRA BRADLEY	
	202-955-5342	

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/15 - 10/18				Total Spots	Total \$	CPP	GRP
							10/15	10/16	10/17	10/18				
1	M-F 4p-4:30p		Judge Judy	\$200.00	2.3	30	0	0	1	1	2	\$400.00	\$86.96	4.6
2	M-F 4:30p-5p		Judge Judy	\$200.00	2.3	30	0	0	1	1	2	\$400.00	\$86.96	4.6
3	M-F 5p-5:30p		Family Feud	\$200.00	1.7	30	0	0	1	1	2	\$400.00	\$117.65	3.4
4	M-F 6p-6:30p		Big Bang Theory	\$350.00	3.9	30	0	0	1	1	2	\$700.00	\$89.74	7.8
5	M-F 5:30p-6p		FOX News at 5:30p	\$200.00	1.8	30	0	0	1	1	2	\$400.00	\$111.11	3.6
6	M-F 6:30p-7p		Big Bang Theory	\$350.00	4.2	30	0	0	1	1	2	\$700.00	\$83.33	8.4
7	M-F 9p-10p		FOX News at 9	\$250.00	2.0	30	0	0	1	1	2	\$500.00	\$125.00	4.0
8	Su 9p-9:35p		FOX News at 9	\$200.00	2.1	30	0	1	0	0	1	\$200.00	\$95.24	2.1
9	M-F 10:30p-11p		Mike & Molly	\$50.00	1.1	30	0	0	1	0	1	\$50.00	\$45.45	1.1
TOTALS:							0	1	8	7	16	\$3,750.00	\$94.70	39.6



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210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	Product: MKIRK	Total CPP: \$94.70
	Agency Order #: 5475597	Office: WASHINGTON
	Buyer: Rumbley, Chris	Primary Demo: Adults 35+
	Salesperson: ALEXANDRA BRADLEY	Con Type: POLITICAL/NOTE
	202-955-5342	Assistant: ALEXANDRA BRADLEY
		Separation:

Special Instructions	
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Date/Time	Added by	Comment
10/13/16 9:42 AM	ALEXANDRA BRADLEY	Separation: 30

Competitive Information			
Market Budget:	\$41,667		
WRSP Share:	9%		
Comment:			
WAND:	34%		
WCIA:	30%		
WICS:	27%		

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	16	\$3,750.00	\$94.70	39.6
Total	100%	16	\$3,750.00	\$94.70	39.6

Monthly Summary		
Month	Spots	Dollars
2016-Oct	16	\$3,750.00
Total	16	\$3,750.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot-
New	10/13/16 9:42 AM	ALEXANDRA BRADLEY	New	16	

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.
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WRS+WCCU Combo 100/0 WRS
2680 E Cook St
Springfield, IL 62703

Mentzer Media Services
210 W Pennsylvania
Suite 250
Towson, MD 21204

Contract
Schedule Date: 11/16/16-10/18/16
Advertiser
Kirk For Senate-R (103034)
Agency
Mentzer Media Services (1381)
Product
POLITICAL CANDIDATE (ns) (1186)
Brand
215/234/4087 (869685)
Salesperson
Millennium/DC, Washington DC (1108)
Sales Office
Millennium Washington DC
Buyer Name
Chris Rumbley,
Phone/Fax
/
CPE
215/234/4087
Account Types
National/Political Candidate Agency BRD
Billing Type
Weekly/Irregular
Comments
MKIRK Alex Bradley
Separation: 30

Date Entered 10/13/16
Last Modified 10/13/16
Entered By Amanda
CO-OP No
Headline # ECR25325624
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$562.50
Net Total \$3,187.50
Sales Tax

WRS+WCCU Combo 100/0 (WRS)
By Broadcast Month
Oct. 2016
Grand Total:
Spots 16
Rate \$750.00
Total \$3,750.00

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
1.0	Normal Line / SPOT (1/2.3)	10/17/16-10/17/16	3	:30	4P-4:30P (CST)	1								1	\$200.00	\$200.00	WRS+WCCU Combo 100/0 (WRS)	Judge Judy	10/13/16
2.0	Normal Line / SPOT (1/2.3)	10/18/16-10/18/16	3	:30	4P-4:30P (CST)									1	\$200.00	\$200.00	WRS+WCCU Combo 100/0 (WRS)	Judge Judy	10/13/16
3.0	Normal Line / SPOT (2/2.3)	10/17/16-10/17/16	3	:30	4:30P-5P (CST)	1								1	\$200.00	\$200.00	WRS+WCCU Combo 100/0 (WRS)	Judge Judy	10/13/16
4.0	Normal Line / SPOT (2/2.3)	10/18/16-10/18/16	3	:30	4:30P-5P (CST)									1	\$200.00	\$200.00	WRS+WCCU Combo 100/0 (WRS)	Judge Judy	10/13/16
5.0	Normal Line / SPOT (3/1.7)	10/17/16-10/17/16	3	:30	5P-5:30P (CST)	1								1	\$200.00	\$200.00	WRS+WCCU Combo 100/0 (WRS)	Judge Judy	10/13/16
6.0	Normal Line / SPOT (3/1.7)	10/18/16-10/18/16	3	:30	5P-5:30P (CST)									1	\$200.00	\$200.00	WRS+WCCU Combo 100/0 (WRS)	Judge Judy	10/13/16
7.0	Normal Line / SPOT (4/3.9)	10/17/16-10/17/16	3	:30	6P-6:30P (CST)	1								1	\$350.00	\$350.00	WRS+WCCU Combo 100/0 (WRS)	Big Bang Theory	10/13/16
8.0	Normal Line / SPOT (4/3.9)	10/18/16-10/18/16	3	:30	6P-6:30P (CST)									1	\$350.00	\$350.00	WRS+WCCU Combo 100/0 (WRS)	Big Bang Theory	10/13/16
9.0	Normal Line / News (5/1.8)	10/17/16-10/17/16	3	:30	5:30P-6P (CST)	1								1	\$200.00	\$200.00	WRS+WCCU Combo 100/0 (WRS)	FOX News at 5:30p	10/13/16
10.0	Normal Line / News (5/1.8)	10/18/16-10/18/16	3	:30	5:30P-6P (CST)									1	\$200.00	\$200.00	WRS+WCCU Combo 100/0 (WRS)	FOX News at 5:30p	10/13/16
11.0	Normal Line / SPOT (6/4.2)	10/17/16-10/17/16	3	:30	6:30P-7P (CST)	1								1	\$350.00	\$350.00	WRS+WCCU Combo 100/0 (WRS)	Big Bang Theory	10/13/16
12.0	Normal Line / SPOT (6/4.2)	10/18/16-10/18/16	3	:30	6:30P-7P (CST)									1	\$350.00	\$350.00	WRS+WCCU Combo 100/0 (WRS)	Big Bang Theory	10/13/16
13.0	Normal Line / SPOT (7/2.0)	10/17/16-10/17/16	3	:30	9P-10P (CST)	1								1	\$250.00	\$250.00	WRS+WCCU Combo 100/0 (WRS)	FOX News at 9	10/13/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



W. JCCU Combo 100/0 WRSF
2600 Cook St
Springfield, IL 62703

Mentzer Media Services
210 W Pennsylvania
Suite 250
Towson, MD 21204

Contract # 2661321

Schedule Dates 10/16/16-10/18/16

Advertiser Kirk For Senate-R (103104)

Agency Mentzer Media Services (1381)

Product POLITICAL CANDIDATE (ns) (1186)

Brand 215/234/4087 (869685)

Salesperson Millennium/DC, Washington DC (1108)

Sales Office Millennium Washington DC

Buyer Name Chris Rumbley,

Phone/Fax /

CPE 215/234/4087

Account Types National/Political Candidate Agency BRD

Billing Type Weekly/Irregular

Comments MKIRK Alex Bradley
Separation: 30

Date Entered

Last Modified 10/13/16

Entered By Amanda Painter

CO-OP No

Headline # ECR25329624

Demo A35+

Order Type Normal

Package Deal

Commission % 15.00

Commission \$562.50

Net Total \$3,187.50

Sales Tax

WRSF - WCCU C

By Broadcast Month

Oct. 2016 15 \$3,750.00

Grand Total: 16 \$3,750.00

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 (7/2.0)	10/18/16-10/18/16	3	:30	9P-10P (CST)			1						1	\$250.00	\$250.00	WRSF+WCCU Combo 100/0 (WRSF FOX News at 9		10/13/16
15.0	Normal Line / SPOT (8/2.1)	10/16/16-10/16/16	3	:30	9P-9:35P (CST)							1		1	\$200.00	\$200.00	WRSF+WCCU Combo 100/0 (WRSF FOX News at 9		10/13/16
16.0	Normal Line / SPOT (9/1.1)	10/17/16-10/17/16	3	:30	10:30P-11P (CST)		1							1	\$50.00	\$50.00	WRSF+WCCU Combo 100/0 (WRSF Mike & Molly		10/13/16

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbg.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



Political Client
Information Request Form

Candidate Name:

MARK KIRK

Official Campaign Name:

KIRK FOR SENATE

Address:

55 W. Monroe St., Ste. 940

City, State & Zip Code:

CHICAGO, IL 60603

Campaign Phone:

312-490-0300

Campaign Fax:

312-275-7356

Campaign Contact Person:

KEVIN ARTL

Campaign Treasurer:

PAUL KILGORE



FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, MARK KIRK
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Mark Kirk
signature of candidate or authorized committee

MARK KIRK
printed name

5-12-15
date

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Eleanor Simmons

being/on behalf of: Kirk for Senate

a legally qualified candidate of the Republican Party

political party for the office of: U.S. Senator

in the Primary

election to be held on: 3/15/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	Varies				

Attach proposed schedule with charges (if available): **Gross**

I represent that the payment for the above described broadcast time has been furnished by:

KIRK FOR SENATE

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Paul Kilgore

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/12/05

Date

[Signature]

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Jennifer E. Valenti

Signature

Jennifer E. Valenti

Printed Name

CSM

Title

Jennifer Valenti

From: Cindy Kulek
Sent: Monday, October 17, 2016 10:06 AM
To: Jennifer Valenti
Subject: fed ex delivery

WICS - Mentzer Media Services Inc ck # 99564 for \$9,052.5 for Mark Kirk

WRSP – MENTZER MEDIA SERVICES INC CK # 99565 FOR \$3, 187.50 FOR MARK KIRK

WICS – DUDLEY MEDIA CK # 5608 FOR \$11, 432.50 FOR SCOTT BENNETT

WRSP – DUDLEY MEDIA CK # 5611 FOR \$1,445.00 FOR SCOTT BENNETT