



WQRF  
PO Box 470  
Rockford, IL 61105

Strategic Media Services Inc  
1911 North Ft. Myer Suite 400  
Arlington, VA 22209

# Contract # 1448614

Schedule Dates	10/17/16-10/23/16	Date Entered	10/14/16
Advertiser	Independent Voice for Illinois PAC (82662)	Last Modified	10/14/16
Agency	Strategic Media Services Inc (13884)	Entered By	Barb McDermott
Product	Political - Issues / Propositions (1068)	CO-OP	No
Brand	148/162/2154 (568141)	Headline #	ECR25330661
Salesperson	Millennium - Washington D, Washington DC (1421)	Demo	
Sales Office	Millennium - Washington DC	Order Type	Normal
Buyer Name	Ryan,Gracy,	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	148/162/2154	Commission	\$360.00
Account Types	National/Political	Net Total	\$2,040.00
Billing Type	Standard	Sales Tax	
Comments	Issue		

Rockford (WQRF)		
By Broadcast Month	Spots	Rate
Oct. 2016	13	\$2,400.00
<b>Grand Total:</b>	<b>13</b>	<b>\$2,400.00</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	10/22/16-10/22/16	3	:30	6:30P- 7P (CST)							1		1	\$200.00	\$200.00	Rockford (WQRF)	BIG BANG	10/14/16
2.0	Normal Line / SPOT	10/20/16-10/20/16	4	:30	9P- 9:30P (CST)					1				1	\$300.00	\$300.00	Rockford (WQRF)	FOX NEWS 9P	10/14/16
3.0	Normal Line / SPOT	10/21/16-10/21/16	4	:30	9P- 9:30P (CST)						1			1	\$300.00	\$300.00	Rockford (WQRF)	FOX NEWS 9P	10/14/16
4.0	Normal Line / SPOT	10/23/16-10/23/16	3	:30	9P- 9:30P (CST)								1	1	\$325.00	\$325.00	Rockford (WQRF)	FOX NEWS 9P	10/14/16
5.0	Normal Line / SPOT	10/17/16-10/21/16	4	:30	10P- 10:30P (CST)		1		1		1			3	\$125.00	\$375.00	Rockford (WQRF)	Modern Family	10/14/16
6.0	Normal Line / SPOT	10/18/16-10/20/16	4	:30	10P- 10:30P (CST)			2		2				4	\$125.00	\$500.00	Rockford (WQRF)	Modern Family	10/14/16
7.0	Normal Line / SPOT	10/17/16-10/19/16	4	:30	9:30P- 10P (CST)		1		1					2	\$200.00	\$400.00	Rockford (WQRF)	FOX 39 News At 9P	10/14/16

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Comments: Separation: 30

Salesperson: SHANNON YALLOF  
212-373-8131

Assistant: MICHAEL MENICHINI  
212-373-8291

Separation:

Contract # 25330861

Changes as of: 10/14/2016 at 1:51 PM

Version: Highlighting Revision 1

CPE: 148/162/154

Flight: 10/17/16 - 10/23/16

Station: WQRF

Total \$: \$2,400.00

Agency: STRATEGIC MEDIA SERVICES

Advertiser: Independent Voice for Illinois PAC

Market: Rockford

Total Spots: 13

1911 NORTH FT MYER DRIVE

Product: Issue

Office: WASHINGTON

Total CPP: \$0.00

SUITE 400 ARLINGTON, VA 20009

Buyer: Gracy, Ryan

Primary Demo: Adults 35+  
Con Type: POLITICAL/VOTE

Total GRP:

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/17 - 10/23							Total Spots	Total \$	CPP	GRP
							10/17	10/18	10/19	10/20	10/21	10/22	10/23				
1	Sa 6:30p-7p		Big Bang Theory	\$200.00	0	30	0	0	0	0	1	✓	0	1	\$200.00	\$0.00	0.0
REV-2	9p-9:30p		FOX 39 News At 9p	\$300.00	0	30	1	0	1	0	1	✓	0	2	\$600.00	\$0.00	0.0
Changes: Day/Time from M-F 9p-10p to M-F 9p-9:30p. Rate from 250 to 300																	
3	Su 9p-9:30p		Fox News-9	\$325.00	0	30	0	0	0	0	0	0	1	✓	\$325.00	\$0.00	0.0
REV+4	M-F 10p-10:30p		Modern Family	\$125.00	0	30	1	✓	1	✓	2	✓	1	0	\$875.00	\$0.00	0.0
REV+5	M-F 9:30p-10p		FOX 39 News At 9p	\$200.00	0.0	30	0	✓	1	0	✓	1	0	✓	\$400.00	\$0.00	0.0
TOTALS: 2 2 2 3 2 1 1														13	\$2,400.00	\$0.00	0.0

#1448214

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Special Instructions

Contract # 25330861 Changes as of: 10/14/2016 at 1:51 PM Version: Highlighting Revision 1

CPE: 148/162/2154 Flight: 10/17/16 - 10/23/16 Station: WQRF  
Agency: STRATEGIC MEDIA Advertiser: Independent Voice for Illinois PAC Market: Rockford  
SERVICES 1911 NORTH FT MYER Product: Issue Office: WASHINGTON  
DRIVE SUITE 400 Agency Order #: 5480826  
ARLINGTON, VA Buyer: Gracy, Ryan  
20009 Salesperson: SHANNON YALLOF Assistant: MICHAEL MENICHINI  
212-373-8131 Separation: 30

Total \$: \$2,400.00  
Total Spots: 13  
Total CPP: \$0.00  
Total GRP:

## Order Level Comments

Date/Time	Added by	Comment
10/14/16 1:51 PM	SHANNON YALLOF	Separation: 30
10/14/16 1:51 PM	SHANNON YALLOF	Separation: 30

## Competitive Information

Market Budget:	\$30,000
WQRF Share:	8%
Comment:	
WFR: 31%	
WREX: 26%	
WTVO: 35%	

Daypart Summary					
Day/Time	% Distrb	Spots	Dollars	CPP	GRP
	100%	13	\$2,400.00	N/A	0.0
Total	100%	13	\$2,400.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	13	\$2,400.00
Total	13	\$2,400.00

## Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Quoted for Electronic Contracting	10/14/16 2:19 PM					\$0	\$0	
Quoted for Electronic Contracting	10/14/16 2:18 PM					\$0	\$0	
Quoted for Electronic Contracting	10/14/16 2:03 PM					\$0	\$0	
Revision	10/14/16 1:51 PM	SHANNON YALLOF	Revised	1		\$0	\$2,400.00	Changes: User Entered \$ from \$0.00 to \$2,400.00, Demo Meta to [R16], Total Spots from 12 to 13, 3 buylines added or modified.
New	10/14/16 1:01 PM	SHANNON YALLOF	New	12		\$2,400.00	\$2,400.00	

**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.