

# CONTRACT



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

kobi5.com

And:

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

V3

<u>Contract / Revision</u> 4158 /		<u>Alt Order #</u> 08167888
<u>Product</u> 8167888/5768-91553		
<u>Contract Dates</u> 09/17/14 - 09/23/14		<u>Estimate #</u> 8167888/5768-91553
<u>Advertiser</u> Monica Wehby for Senate		<u>Original Date / Revision</u> 09/16/14 / 09/24/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOB	<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>	<u>Product Code</u>
<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
N 1	All	09/18/14	09/19/14	NBC5 News @ Sunrise	6:00 AM-7:00 AM		:30			NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	---11--				2	\$30.00			
N 2	All	09/22/14	09/23/14	NBC5 News @ Sunrise	6:00 AM-7:00 AM		:30			NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/22/14	09/28/14	11-----				2	\$30.00			
N 3	All	09/18/14	09/19/14	Today Show I	7:00 AM-9:00 AM		:30			NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	---11--				2	\$25.00			
N 4	All	09/22/14	09/23/14	Today Show I	7:00 AM-9:00 AM		:30			NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/22/14	09/28/14	11-----				2	\$25.00			
N 5	All	09/17/14	09/19/14	Today Show II	9:00 AM-10:00 AM		:30			NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	--111--				3	\$35.00			
N 6	All	09/22/14	09/23/14	Today Show II	9:00 AM-10:00 AM		:30			NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/22/14	09/28/14	11-----				2	\$35.00			
N 7	All	09/18/14	09/19/14	Today Show III	10:00 AM-11:00 AM		:30			NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	---11--				2	\$15.00			
N 8	All	09/22/14	09/23/14	Today Show III	10:00 AM-11:00 AM		:30			NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/22/14	09/28/14	11-----				2	\$15.00			
N 9	All	09/17/14	09/19/14	Meredith Vieira	3:00 PM-4:00 PM		:30			NM	3	\$24.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	--111--				3	\$8.00			
N 10	All	09/22/14	09/23/14	Meredith Vieira	3:00 PM-4:00 PM		:30			NM	2	\$16.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/22/14	09/28/14	11-----				2	\$8.00			
N 11	All	09/18/14	09/19/14	Dr. Oz	4:00 PM-5:00 PM		:30			NM	2	\$40.00
		<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**

Contract / Revision	Alt Order #
4158 /	08167888

Contract Dates	Product	Estimate #
09/17/14 - 09/23/14	8167888/5768-91553	8167888/5768-91553

Advertiser	Original Date / Revision
Monica Wehby for Senate	09/16/14 / 09/24/14

kobi5.com

*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:		09/15/14	09/21/14	---11--				2	\$20.00			
N 12	All	09/22/14	09/23/14	Dr. Oz	4:00 PM-5:00 PM		:30			NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/22/14	09/28/14	11-----				2	\$20.00			
N 13	All	09/18/14	09/19/14	M-F NBC5 News @ 6p	6:00 PM-7:00 PM		:30			NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	---11--				2	\$35.00			
N 14	All	09/22/14	09/23/14	M-F NBC5 News @ 6p	6:00 PM-7:00 PM		:30			NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/22/14	09/28/14	11-----				2	\$35.00			
N 15	All	09/18/14	09/19/14	M-F Entertainment Tonight	7:00 PM-7:30 PM		:30			NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	---11--				2	\$15.00			
N 16	All	09/17/14	09/19/14	Late 11p News M-F	11:00 PM-11:35 PM		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	--111--				3	\$50.00			
N 17	All	09/22/14	09/23/14	Late 11p News M-F	11:00 PM-11:35 PM		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/22/14	09/28/14	11-----				2	\$50.00			
N 18	All	09/17/14	09/19/14	Tonight Show: Fallon	11:35 PM-12:35 AM		:30			NM	6	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	--222--				6	\$35.00			
N 19	All	09/22/14	09/23/14	Tonight Show: Fallon	11:35 PM-12:35 AM		:30			NM	4	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/22/14	09/28/14	22-----				4	\$35.00			
N 20	All	09/20/14	09/20/14	Today Show Sa	6:00 AM-8:00 AM		:30			NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	-----1-				1	\$5.00			
N 21	All	09/20/14	09/20/14	NBC5 News @ 6p Sa	6:00 PM-6:30 PM		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	-----1-				1	\$25.00			
N 22	All	09/20/14	09/20/14	Sa The Insider	6:30 PM-7:00 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:		09/15/14	09/21/14	-----1-				1	\$15.00			
		<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	09/15/14-09/21/14	Sa The Insider	6:30 PM-7:00 PM	-----Sa--	:30	<del>\$15.00</del>	NM		
Credited												
credit and hold dollars for future buy per Shepard 09.23.2014												
N 23	All	09/20/14	09/20/14	Late 11p News Sa	11:00 PM-11:35 PM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	-----1-				1	\$50.00			
N 24	All	09/21/14	09/21/14	Late 11p News Su	11:00 PM-11:35 PM		:30			NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	-----1				1	\$10.00			
N 25	All	09/22/14	09/23/14	M-F Entertainment Tonight	7:00 PM-7:30 PM		:30			NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/22/14	09/28/14	11-----				2	\$15.00			
N 26	All	09/18/14	09/19/14	Days of our Lives	1:00 PM-2:00 PM		:30			NM	1	\$25.00

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<u>Advertiser</u> Monica Wehby for Senate		<u>Original Date / Revision</u> 09/16/14 / 09/24/14

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	---TF--				1	\$25.00			
N 27	All	09/18/14	09/19/14	Queen Latifah	2:00 PM-3:00 PM		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	---TF--				1	\$25.00			
Totals											55	\$1,515.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/01/14 - 09/23/14	55	\$1,515.00	(\$227.25)	\$1,287.75
Totals	55	\$1,515.00	(\$227.25)	\$1,287.75

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

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# ORDER WORKSHEET

Rep Order# 8167888 Ver# 5  
EC'd Yes

Status Revised

Traffic Order# 4158

Last Received:  
Showing Buylines:

Printed: 09/24/14 6:06 PM  
09/24/14 4:56 PM  
All Lines

1 of 4

Station KOBL-TV MEDFORD  
Advertiser (WEHM) WEHBY, MONICA  
Product WEHBY/R/SENATE  
Estimate# 5768-91553  
Buyer ANDREA MASSAR

Agency (S201) STRATEGIC MEDIA SERVICES  
1911 NORTH FT MYER DRIVE, SUITE 400  
ARLINGTON, VA 2000222097  
Agency C/P1/P2/E /5768-91553  
Flight Dates 09/17/14-09/23/14

Rep Firm EAGLE TELEVISION  
Sales Office (PH) PHILADELPHIA  
Salesperson (SRI) SHEPARD RITZEN  
Sales Assistant MIGUEL  
Salesperson Phone# 215-557-4203  
Salesperson Fax#

## --- CONTRACT COMMENT ---

MONICA WEHBY FOR SENATE  
\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* 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 COMMUNICATIONS, INC. (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.

## --- REMARKS ---

1 SPOT REMOVED FROM LN 22 DUE TO SPOT NOT RUNNING. BUYER WILL RE INVEST LATER. CREDIT = \$15. NEW TOTAL = 1515. PLEASE CONFIRM T/R MIGUEL

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Th-F	6A-7A	-	30	-	-	\$30.00	09/18-09/19	2	2	\$60.00
			Buy Comment: NBC NEWS AT 6A								
2	M-Tu	6A-7A	-	30	-	-	\$30.00	09/22-09/23	2	2	\$60.00
			Buy Comment: NBC NEWS AT 6A 1X PER DAY								
3	Th-F	7A-9A	-	30	-	-	\$25.00	09/18-09/19	2	2	\$50.00
			Buy Comment: TODAY SHOW 1X PER DAY								
4	M-Tu	7A-9A	-	30	-	-	\$25.00	09/22-09/23	2	2	\$50.00
			Buy Comment: TODAY SHOW								
5	W-F	9A-10A	-	30	-	-	\$35.00	09/17-09/19	3	3	\$105.00
			Buy Comment: TODAY SHOW II								
6	M-Tu	9A-10A	-	30	-	-	\$35.00	09/22-09/23	2	2	\$70.00
			Buy Comment: TODAY SHOW II								
7	Th-F	10A-11A	-	30	-	-	\$15.00	09/18-09/19	2	2	\$30.00
			Buy Comment: TODAY SHOW III								

## 2 of 4

**Printed:** 09/24/14 6:06 PM  
09/24/14 4:56 PM  
All Lines

2 of 4

**Rep Firm** EAGLE TELEVISION  
**Sales Office** (PH) PHILADELPHIA  
**Salesperson** (SR) SHEPARD RITZEN  
**Sales Assistant** MIGUEL  
**Salesperson Phone#** 215-557-4203  
**Salesperson Fax#**

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
8	M-Tu	10A-11A	- Buy Comment: TODAY SHOW III	30	-	-	\$15.00	09/22-09/23	2	2	\$30.00
9	W-F	3P-4P	- Buy Comment: MEREDITH 1X PER DAY	30	-	-	\$8.00	09/17-09/19	3	3	\$24.00
10	M-Tu	3P-4P	- Buy Comment: MEREDITH	30	-	-	\$8.00	09/22-09/23	2	2	\$16.00
11	Th-F	4P-5P	- Buy Comment: DR OZ 1X PER DAY	30	-	-	\$20.00	09/18-09/19	2	2	\$40.00
12	M-Tu	4P-5P	- Buy Comment: DR OZ 1X PER DAY	30	-	-	\$20.00	09/22-09/23	2	2	\$40.00
13	Th-F	6P-7P	- Buy Comment: NBC5 NEWS AT 6	30	-	-	\$35.00	09/18-09/19	2	2	\$70.00
14	M-Tu	6P-7P	- Buy Comment: NBC5 NEWS AT 6	30	-	-	\$35.00	09/22-09/23	2	2	\$70.00
15	Th-F	7P-730P	- Buy Comment: ENTERTAINMENT TONIGHT 1X PER DAY	30	-	-	\$15.00	09/18-09/19	2	2	\$30.00
16	W-F	11P-1135P	- Buy Comment: NEWSCHANNEL AT 11 1X PER DAY	30	-	-	\$50.00	09/17-09/19	3	3	\$150.00
17	M-Tu	11P-1135P	- Buy Comment: NEWSCHANNEL AT 11 1X PER DAY	30	-	-	\$50.00	09/22-09/23	2	2	\$100.00
18	W-F	1135P-1235A	- Buy Comment: TONIGHT SHOW 2X PER DAY	30	-	-	\$35.00	09/17-09/19	6	6	\$210.00

## ORDER WORKSHEET

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EC'd Yes Status Revised

Traffic Order# 4158

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09/24/14 4:56 PM  
All Lines

3 of 4

Station KOB-TV MEDFORD  
Advertiser (WEHM) WEHBY, MONICA  
Product WEHBY/SENATE  
Estimate# 5768-91553  
Buyer ANDREA MASSAR

Agency (5201) STRATEGIC MEDIA SERVICES  
1911 NORTH FT MYER DRIVE, SUITE 400  
ARLINGTON, VA 2000222097  
Agency C/P1/P2/E /5768-91553  
Flight Dates 09/17/14-09/23/14

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Salesperson (SR) SHEPARD RITZEN  
Sales Assistant MIGUEL  
Salesperson Phone# 215-557-4203  
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
19	M-Tu	1135P-1235A	-	30	-	-	\$35.00	09/22-09/23	4	4	\$140.00
		Buy Comment: TONIGHT SHOW 2X PER DAY									
20	Sa	6A-8A	-	30	-	-	\$5.00	09/20-09/20	1	1	\$5.00
		Buy Comment: SATURDAY TODAY									
21	Sa	6P-630P	-	30	-	-	\$25.00	09/20-09/20	1	1	\$25.00
		Buy Comment: NBC5 NEWS AT 6									
22*	Sa	630P-7P	-	30	-	-	\$15.00	09/20-09/20	0	0	\$0.00
		Buy Comment: INSIDER SAT									
		Sales remark: V5 1 SPOT REMOVED. BUYER WILL RE INVEST LATER									
		V5 Comment Changed, Spots/week Changed									
23	Sa	11P-1135P	-	30	-	-	\$50.00	09/20-09/20	1	1	\$50.00
		Buy Comment: NEWSCHANNEL AT 11									
24	Su	11P-1135P	-	30	-	-	\$10.00	09/21-09/21	1	1	\$10.00
		Buy Comment: NEWSCHANNEL AT 11									
25	M-Tu	7P-730P	-	30	-	-	\$15.00	09/22-09/23	2	2	\$30.00
		Buy Comment: ENTERTAINMENT TONIGHT 1X PER DAY									
26	Th-F	1P-2P	-	30	-	-	\$25.00	09/18-09/19	1	1	\$25.00
		Buy Comment: DAYS OF LIVES									
27	Th-F	2P-3P	-	30	-	-	\$25.00	09/18-09/19	1	1	\$25.00
		Buy Comment: QUEEN LATIFA									

## ---REPORT TOTALS---

Report Totals: 55 / \$1,515.00

ORDER WORKSHEET

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Status Revised

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Printed: 09/24/14 6:06 PM  
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Station KOBI-TV MEDFORD  
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Product WEHBY/R/SENATE  
Estimate# 5768-91553  
Buyer ANDREA MASSAR

Agency (5201) STRATEGIC MEDIA SERVICES  
1911 NORTH FT MYER DRIVE, SUITE 400  
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Rep Firm EAGLE TELEVISION  
Sales Office (PH) PHILADELPHIA  
Salesperson (SR) SHEPARD RITZEN  
Sales Assistant MIGUEL  
Salesperson Phone# 215-557-4203  
Salesperson Fax#

---SALES MONTHLY TOTALS---

Sep2014: 55 / \$1,515.00

Order Totals: 55 / \$1,515.00

Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	\$11,314.41	CABL .00%	KDRV 47.46%	KFBI .00%	KWVU 11.07%	KOBI 13.39%
		KOTI .00%	KTIVL 28.08%			

--- COMPETITIVE COMMENTS ---

UPDATED SHARES

Books [JUL14]  
Demos RA35+P

--- CREDIT RISK ---

STANDARD CREDIT TERMS