

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>			
Week:		09/15/14	09/21/14	---11--				2	\$20.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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4158 /	08167888

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

<u>Advertiser</u>	<u>Original Date / Revision</u>
Monica Wehby for Senate	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	---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	\$15.00	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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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 Status Revised Traffic Order# 4158 Printed: 09/24/14 6:06 PM 1 of 4
 EC'd Yes Last Received: 09/24/14 4:56 PM
 Showing Buylines: All Lines

Station KOB-TV MEDFORD
 Advertiser (WEHM) WEHBY, MONICA
 Product WEHBY/R/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
 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	NBC NEWS AT 6A Buy Comment: NBC NEWS AT 6A	30	-	-	\$30.00	09/18-09/19	2	2	\$60.00
2	M-Tu	6A-7A	NBC NEWS AT 6A Buy Comment: NBC NEWS AT 6A 1X PER DAY	30	-	-	\$30.00	09/22-09/23	2	2	\$60.00
3	Th-F	7A-9A	TODAY SHOW 1X PER DAY Buy Comment: TODAY SHOW 1X PER DAY	30	-	-	\$25.00	09/18-09/19	2	2	\$50.00
4	M-Tu	7A-9A	TODAY SHOW Buy Comment: TODAY SHOW	30	-	-	\$25.00	09/22-09/23	2	2	\$50.00
5	W-F	9A-10A	TODAY SHOW II Buy Comment: TODAY SHOW II	30	-	-	\$35.00	09/17-09/19	3	3	\$105.00
6	M-Tu	9A-10A	TODAY SHOW II Buy Comment: TODAY SHOW II	30	-	-	\$35.00	09/22-09/23	2	2	\$70.00
7	Th-F	10A-11A	TODAY SHOW III Buy Comment: TODAY SHOW III	30	-	-	\$15.00	09/18-09/19	2	2	\$30.00

ORDER WORKSHEET

Rep Order# 8167888 Ver# 5 Status Revised Traffic Order# 4158 Last Received: 09/24/14 4:56 PM Printed: 09/24/14 6:06 PM 2 of 4
 EC'd Yes Showing Buylines: All Lines

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

Rep Firm EAGLE TELEVISION
 Sales Office (PH) PHILADELPHIA
 Salesperson (SRI) 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	TODAY SHOW III	30	-	-	\$15.00	09/22-09/23	2	2	\$30.00
Buy Comment: TODAY SHOW III											
9	W-F	3P-4P	MEREDITH 1X PER DAY	30	-	-	\$8.00	09/17-09/19	3	3	\$24.00
Buy Comment: MEREDITH 1X PER DAY											
10	M-Tu	3P-4P	MEREDITH	30	-	-	\$8.00	09/22-09/23	2	2	\$16.00
Buy Comment: MEREDITH											
11	Th-F	4P-5P	DR OZ 1X PER DAY	30	-	-	\$20.00	09/18-09/19	2	2	\$40.00
Buy Comment: DR OZ 1X PER DAY											
12	M-Tu	4P-5P	DR OZ 1X PER DAY	30	-	-	\$20.00	09/22-09/23	2	2	\$40.00
Buy Comment: DR OZ 1X PER DAY											
13	Th-F	6P-7P	NBC5 NEWS AT 6	30	-	-	\$35.00	09/18-09/19	2	2	\$70.00
Buy Comment: NBC5 NEWS AT 6											
14	M-Tu	6P-7P	NBC5 NEWS AT 6	30	-	-	\$35.00	09/22-09/23	2	2	\$70.00
Buy Comment: NBC5 NEWS AT 6											
15	Th-F	7P-730P	ENTERTAINMENT TONIGHT 1X PER DAY	30	-	-	\$15.00	09/18-09/19	2	2	\$30.00
Buy Comment: ENTERTAINMENT TONIGHT 1X PER DAY											
16	W-F	11P-1135P	NEWSCHANNEL AT 11 1X PER DAY	30	-	-	\$50.00	09/17-09/19	3	3	\$150.00
Buy Comment: NEWSCHANNEL AT 11 1X PER DAY											
17	M-Tu	11P-1135P	NEWSCHANNEL AT 11 1X PER DAY	30	-	-	\$50.00	09/22-09/23	2	2	\$100.00
Buy Comment: NEWSCHANNEL AT 11 1X PER DAY											
18	W-F	1135P-1235A	TONIGHT SHOW 2X PER DAY	30	-	-	\$35.00	09/17-09/19	6	6	\$210.00
Buy Comment: TONIGHT SHOW 2X PER DAY											

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 Salesperson (SRI) 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	TONIGHT SHOW 2X PER DAY	30	-	-	\$35.00	09/22-09/23	4	4	\$140.00
Buy Comment: TONIGHT SHOW 2X PER DAY											
20	Sa	6A-8A	SATURDAY TODAY	30	-	-	\$5.00	09/20-09/20	1	1	\$5.00
Buy Comment: SATURDAY TODAY											
21	Sa	6P-630P	NBC5 NEWS AT 6	30	-	-	\$25.00	09/20-09/20	1	1	\$25.00
Buy Comment: NBC5 NEWS AT 6											
22*	Sa	630P-7P	INSIDER SAT	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	NEWSCHANNEL AT 11	30	-	-	\$50.00	09/20-09/20	1	1	\$50.00
Buy Comment: NEWSCHANNEL AT 11											
24	Su	11P-1135P	NEWSCHANNEL AT 11	30	-	-	\$10.00	09/21-09/21	1	1	\$10.00
Buy Comment: NEWSCHANNEL AT 11											
25	M-Tu	7P-730P	ENTERTAINMENT TONIGHT 1X PER DAY	30	-	-	\$15.00	09/22-09/23	2	2	\$30.00
Buy Comment: ENTERTAINMENT TONIGHT 1X PER DAY											
26	Th-F	1P-2P	DAYS OF LIVES	30	-	-	\$25.00	09/18-09/19	1	1	\$25.00
Buy Comment: DAYS OF LIVES											
27	Th-F	2P-3P	QUEEN LATIFIA	30	-	-	\$25.00	09/18-09/19	1	1	\$25.00
Buy Comment: QUEEN LATIFIA											

---REPORT TOTALS---

Report Totals: 55 / \$1,515.00

ORDER WORKSHEET

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 EC'd Yes

Status Revised

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Last Received:
 Showing Buylines:

Printed: 09/24/14 6:06 PM
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Station KOB-TV MEDFORD
 Advertiser (WEHM) WEHBY, MONICA
 Product WEHBY/R/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

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

--- COMPETITIVE COMMENTS ---

UPDATED SHARES

Books [JUL14]
 Demos RA35+P

--- CREDIT RISK ---

STANDARD CREDIT TERMS