


CONTRACT



KOBI

125 South Fir Street

Medford, OR 97501

(541) 779-5555

kobi5.com

And:

Screen Strategies Media
Attention: Caroline Bahng
11150 Fairfax Blvd., Suite 505
Fairfax, VA 22030

Contract / Revision 4077 /		Alt Order #
Product 851		
Contract Dates 09/15/14 - 09/19/14		Estimate # 851
Advertiser Merkley for Senate - MEDFORD		Original Date / Revision 09/11/14 / 09/11/14
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOBI	Account Executive Bob Wise	Sales Office Local-Medford
Special Handling		
Demographic Households		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	All	09/15/14	09/19/14	Today Show I	7a-9a		: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 2	All	09/15/14	09/19/14	Days of our Lives	1p-2p		: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 3	All	09/19/14	09/19/14	Dr. Oz	4p-5p		:30			NM	1	\$20.00
		<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	\$20.00			
N 4	All	09/15/14	09/19/14	M-F NBC5 News @ 6p	6p-7p		: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	1-11---				3	\$35.00			
N 5	All	09/16/14	09/16/14	America's Got Talent	8p-11p		:30			NM	1	\$350.00
		<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	\$350.00			
N 6	All	09/17/14	09/17/14	America's Got Talent Finale	8-10		:30			NM	1	\$400.00
		<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	\$400.00			
N 7	All	09/18/14	09/18/14	Biggest Loser	8-10p		:30			NM	1	\$175.00
		<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	\$175.00			
N 8	All	09/15/14	09/19/14	Late 11p News M-F	11p-1135p		: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	11--1--				3	\$50.00			
N 9	All	09/15/14	09/19/14	Tonight Show: Fallon	1135p-1236a		:30			NM	4	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	1-111--				4	\$35.00			
Totals											16	\$1,390.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/01/14 -09/19/14	16	\$1,390.00	(\$208.50)	\$1,181.50
Totals	16	\$1,390.00	(\$208.50)	\$1,181.50

(* 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.



KOB1
125 South Fir Street
Medford, OR 97501
(541) 779-5555

kobi5.com

<u>Contract / Revision</u> 4077 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/15/14 - 09/19/14	<u>Product</u> 851	<u>Estimate #</u> 851
<u>Advertiser</u> Merkley for Senate - MED		<u>Original Date / Revision</u> 09/11/14 / 09/11/14

Signature: _____ **Date:** _____

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Buy Detail Report

Revision #: Date: 9/11/2014

Client: Merkley for Senate 2014
 Media: TV
 Product: General
 Market: Medford-Ashland
 Separation between spots: 30
 Estimate: 851
 Description: Merkley for Senate 9/15-21/2014 TV
 Flight Start Date: 9/15/2014 05:00 AM
 Flight End Date: 9/21/2014 12:00 AM
 Survey: Nov13 DMA Nielsen Live+1
 Buyer: Sandra Malone
 Vendor: KOB1-TV
 125 S. Fir Street
 Medford, OR 97501
 Contact: Alan Plotkin (GSM)
 Phone: 541-779-5555
 Fax: 541-779-5564
 Affiliation: NBC
 Send Billing To: Screen Strategies Media
 11150 Fairfax Blvd
 Suite 505
 Fairfax, VA 22030
 Phone: 703-272-7300

Line No	Daypart Program	Daypart Code	STN Gross	Days	Mon 9/15	Tue 9/16	Wed 9/17	Thu 9/18	Fri 9/19	Total Spots
KOB1-TV										
20	MTuWThF 7:00a-9:00a Today Show	EM	\$25.00	30			1			1
21	MTuWThF 1:00p-2:00p Days of Our Lives	DT	\$25.00	30	1					1
22	MTuWThF 4:00p-5:00p Dr. Oz	EF	\$20.00	30					1	1
24	MTuWThF 6:00p-7:00p KOB1 6p News	EN	\$35.00	30	1		1	1		3
25	Tu 8:00p-10:00p America's Talent	PT	\$350.00	30		1				1
26	W 9:00p-11:00p America's Talent	PT	\$400.00	30			1			1
27	Th 8:00p-10:00p Biggest Loser	PT	\$175.00	30				1		1
28	MTuWThF 11:00p-11:30p KOB1 11p News	LN	\$50.00	30	1	1			1	3
29	MTuWThF 11:30p-12:30a Tonight Show	LF	\$35.00	30	1	1	1	1	1	4
Total Cost:				Total Spots:	4	2	4	3	3	16
										16

Disclaimer:

Signature: _____

