

CONTRACT



KOB
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

<u>Contract / Revision</u> 3530 /		<u>Alt Order #</u>
<u>Product</u> 610		
<u>Contract Dates</u> 10/27/14 - 11/04/14		<u>Estimate #</u> 610
<u>Advertiser</u> Merkley for Senate - MEDFORD		<u>Original Date / Revision</u> 08/06/14 / 08/06/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOB	<u>Account Executive</u> Bob Wise	<u>Sales Office</u> Local-Medford
<u>Special Handling</u>		
<u>Demographic</u> Households		
<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	10/27/14	11/04/14	NBC5 News @ Sunrise	6a-7a		:30			NM	7	\$371.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/27/14	11/02/14	MTWTF--				5	\$53.00			
		Week: 11/03/14	11/09/14	MT-----				2	\$53.00			
N 2	All	10/27/14	11/04/14	Today Show I	7a-9a		:30			NM	14	\$952.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/27/14	11/02/14	MTWTF--				10	\$68.00			
		Week: 11/03/14	11/09/14	MT-----				4	\$68.00			
N 3	All	10/27/14	10/31/14	Today Show II	9a-10a		:30			NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/27/14	11/02/14	-TW-F--				3	\$35.00			
N 4	All	10/27/14	10/31/14	Days of our Lives	1p-2p		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/27/14	11/02/14	---T---				1	\$35.00			
N 5	All	10/27/14	11/03/14	Dr. Oz	4p-5p		:30			NM	6	\$228.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/27/14	11/02/14	MTWTF--				5	\$38.00			
		Week: 11/03/14	11/09/14	M-----				1	\$38.00			
D 6	All	10/27/14	11/03/14	Dr. Oz	4p-5p		:30			NM	0	\$0.00
N 7	All	10/27/14	11/03/14	M-F NBC Nightly News	530p-6p		:30			NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/27/14	11/02/14	MTWTF--				5	\$150.00			
		Week: 11/03/14	11/09/14	M-----				1	\$150.00			
N 8	All	10/27/14	11/03/14	M-F NBC5 News @ 6p	6p-7p		:30			NM	6	\$678.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/27/14	11/02/14	MTWTF--				5	\$113.00			
		Week: 11/03/14	11/09/14	M-----				1	\$113.00			
N 9	All	10/27/14	11/02/14	NBC Nightly News Su	530p-6p		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/27/14	11/02/14	-----S				1	\$40.00			
N 10	All	10/27/14	11/02/14	Ent Tonight/Insider	7p-8p		:30			NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/27/14	11/02/14	M-W----				2	\$35.00			
N 11	All	10/27/14	11/03/14	Voice, The	7:58 PM-10:00 PM		:30			NM	2	\$1,200.00

(* 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.



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

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Contract / Revision		Alt Order #
3530 /		
Contract Dates	Product	Estimate #
10/27/14 - 11/04/14	610	610
Advertiser		Original Date / Revision
Merkley for Senate - MED		08/06/14 / 08/06/14

*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:		10/27/14	11/02/14	M-----				1	\$600.00			
Week:		11/03/14	11/09/14	M-----				1	\$600.00			
N 12	All	10/27/14	11/03/14	Blacklist	10-11p		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	M-----				1	\$600.00			
Week:		11/03/14	11/09/14	M-----				1	\$600.00			
N 13	All	10/27/14	11/02/14	Voice, The	8p-9p		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	-T-----				1	\$675.00			
N 14	All	10/27/14	11/02/14	Law & Order SVU	9p-10p		:30			NM	1	\$263.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	--W----				1	\$263.00			
N 15	All	10/27/14	11/02/14	Biggest Loser	8p-9p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	---T---				1	\$450.00			
N 16	All	10/27/14	11/02/14	Dateline	8p-9p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	----F--				1	\$300.00			
N 17	All	10/27/14	11/02/14	Law & Order:SVU	9p-10p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	-----S-				1	\$300.00			
N 18	All	10/27/14	11/03/14	Late 11p News M-F	11p-1135p		:30			NM	6	\$678.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	MTWTF--				5	\$113.00			
Week:		11/03/14	11/09/14	M-----				1	\$113.00			
N 19	All	10/27/14	11/02/14	Late 11p News Sa	11p-1130p		:30			NM	1	\$56.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	-----S-				1	\$56.00			
N 20	All	10/27/14	11/03/14	Tonight Show: Fallon	1135p-1236a		:30			NM	6	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/27/14	11/02/14	MTWTF--				5	\$90.00			
Week:		11/03/14	11/09/14	M-----				1	\$90.00			
Totals											68	\$9,041.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/27/14 - 11/04/14	68	\$9,041.00	(\$1,356.15)	\$7,684.85
Totals	68	\$9,041.00	(\$1,356.15)	\$7,684.85

Signature: _____

Date: _____

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Buy Detail Report

Revision #: Date: 7/28/2014

Client: Merkley for Senate 2014
 Media: TV
 Product: General
 Market: Medford-Ashland
 Estimate: 610
 Description: Merkley for Senate 10/27-11/4/2014 TV
 Flight Start Date: 10/27/2014 05:00 AM
 Flight End Date: 11/4/2014 09:00 AM
 Survey: Nov13 DMA Nielsen Live+1
 Buyer: Sandra Malone
 Send Billing To: Screen Strategies Media
 11150 Fairfax Blvd
 Suite 505
 Fairfax, VA 22030
 Phone: 703-272-7300

Separation between spots: 30

Line No	Daypart Program	Daypart Code	STN Gross	Days	Dur	Mon 10/27	Tue 10/28	Wed 10/29	Thu 10/30	Fri 10/31	Sat 11/1	Sun 11/2	Mon 11/3	Tue 11/4	Total Spots
KOBI-S2															
44	MTuWThF 6:00a- 7:00a KOBI 6a News	EM	\$53.00	30		1	1	1	1	1			1	1	7
	75% PE at LUR Per KOBI: Move to PE														
45	MTuWThF 7:00a- 9:00a Today Show	EM	\$68.00	30		2	2	2	2	2			2	2	14
	75% PE at LUR Per KOBI: Move to PE														
46	MTuWThF 9:00a-10:00a Today II	DT	\$35.00	30		1	1	1		1					3
47	MTuWThF 1:00p- 2:00p Days of Our Lives	DT	\$35.00	30					1						1
48	MTuWThF 4:00p- 5:00p Dr. Oz	EF	\$38.00	30		1	1	1	1	1			1		6
	75% PE at LUR Per KOBI: Move to PE														
49	MTuWThF 5:30p- 6:00p KOBI 5:30p News Nightly News	EN	\$150.00	30		1	1	1	1	1			1		6
	75% PE at LUR Per KOBI: Move to PE														
50	MTuWThF 6:00p- 7:00p KOBI 6p News	EN	\$113.00	30		1	1	1	1	1			1		6
	75% PE at LUR Per KOBI: Move to PE														
51	Su 5:30p- 6:00p Sunday 5:30p News	EN	\$40.00	30								1 N/A			1
52	MTuWThF 7:00p- 8:00p Ent Tonight	PA	\$35.00	30		1		1							2
53	M 8:00p-10:00p The Voice	PT	\$600.00	30		1							1		2
	75% PE at LUR Per KOBI: Move to PE														

Buy Detail Report

Revision #: Date: 7/28/2014

Client: Merkley for Senate 2014

Estimate: 610

Send Billing To: Screen Strategies Media

Media: TV

Description: Merkley for Senate 10/27-11/4/2014 TV

11150 Fairfax Blvd

Product: General

Flight Start Date: 10/27/2014 05:00 AM

Suite 505

Market: Medford-Ashland

Flight End Date: 11/4/2014 09:00 AM

Fairfax, VA 22030

Survey: Nov13 DMA Nielsen Live+1

Phone: 703-272-7300

Separation between spots: 30

Buyer: Sandra Malone

Line No	Daypart Program	Daypart Code	STN Gross	Days	Dur	Mon 10/27	Tue 10/28	Wed 10/29	Thu 10/30	Fri 10/31	Sat 11/1	Sun 11/2	Mon 11/3	Tue 11/4	Total Spots
KOBI-S2															
54	M 10:00p-11:00p The Blacklist	PT	\$600.00	30		1							1		2
	75% PE at LUR Per KOBI: Move to PE														
55	Tu 8:00p- 9:00p The Voice	PT	\$675.00	30			1								1
	75% PE at LUR Per KOBI: Move to PE														
56	W 9:00p-10:00p Law & Order SVU	PT	\$263.00	30				1							1
	75% PE at LUR Per KOBI: Move to PE														
57	Th 8:00p- 9:00p Biggest Loser	PT	\$450.00	30					1						1
	75% PE at LUR Per KOBI: Move to PE														
58	F 8:00p- 9:00p Dateline	PT	\$300.00	30						1					1
	75% PE at LUR Per KOBI: Move to PE														
59	Sa 9:00p-10:00p Law & Order SVU	PT	\$300.00	30							1				1
	75% PE at LUR Per KOBI: Move to PE														
60	MTuWThF 11:00p-11:30p KOBI 11p News	LN	\$113.00	30			1	1	1	1			1		6
	75% PE at LUR Per KOBI: Move to PE														
61	Sa 11:00p-11:30p Saturday 11p News	LN	\$56.00	30							1				1
	75% PE at LUR Per KOBI: Move to PE														
62	MTuWThF 11:30p-12:30a Jimmy Fallon	LF	\$90.00	30		1	1	1	1	1			1		6
	75% PE at LUR Per KOBI: Move to PE														
Total Spots:						11	10	11	10	10	2	1	10	3	68

Buy Detail Report

Revision #: Date: 7/28/2014

Client: Merkley for Senate 2014
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Line No	Daypart Program	Daypart Code	STN Gross	Days	Dur	Mon 10/27	Tue 10/28	Wed 10/29	Thu 10/30	Fri 10/31	Sat 11/1	Sun 11/2	Mon 11/3	Tue 11/4	Total Spots
KOBI-S2															68
			Total Cost:												
															68

Signature: 

Disclaimer:

Est 6/10

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:	KOBI-TV
Date: 7/28/2014	

I, Screen Strategies Media

being/on behalf of: Jeff Merkley

a legally qualified candidate of the Democratic

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

in the General

election to be held on: 11/4/2014

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	6a-12:30pm	M-Su		68	1

Attach proposed schedule with charges (if available): \$7,684.85

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

Jeff Merkley for Oregon

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:

Kevin Neely

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

7/28/2014

Date

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title