

CONTRACT 152



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

<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> 08/20/14 / 08/20/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOBI	<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
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			
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			
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			
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			
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			
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			
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	Late 11p News Su	11p-1130p		: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			
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			
11	All	10/27/14	11/03/14	Voice, The	7:58 PM-10:00 PM		: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			

(* 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.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
3530 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/27/14 - 11/04/14	610	610

<u>Advertiser</u>	<u>Original Date / Revision</u>
Merkley for Senate - MED	08/20/14 / 08/20/14

*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:		11/03/14	11/09/14	M-----				1	\$600.00			
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			
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			
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			
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			
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			
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			
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			
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			
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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Connie Eaton

From: Sandra Malone <Sandra@ScreenStrategies.com>
Sent: Tuesday, August 19, 2014 3:13 PM
To: Connie Eaton
Subject: RE: Order Changes - Merkley

Okay, let's do that. Thanks! Have a good day ☺

From: Connie Eaton [mailto:ceaton@kobi5.com]
Sent: Tuesday, August 19, 2014 6:12 PM
To: Sandra Malone
Subject: RE: Order Changes - Merkley

We can do \$40

Connie Eaton
General Sales Manager
KOB1 TV / NBC 5 and KOTI TV / NBC 2 – THIS TV – KOB15.com
125 South Fir St.
Medford, OR 97501

Station: 541.779.5555
Direct Line: 541.282.1213
Cell Number: 541.944.9130
www.kobi5.com
www.kobi5.biz
www.facebook.com/kobitv
www.somp.org

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From: Sandra Malone [mailto:Sandra@ScreenStrategies.com]
Sent: Tuesday, August 19, 2014 3:07 PM
To: Connie Eaton
Subject: RE: Order Changes - Merkley

For what price?

From: Connie Eaton [mailto:ceaton@kobi5.com]
Sent: Tuesday, August 19, 2014 6:05 PM
To: Sandra Malone
Subject: RE: Order Changes - Merkley

We could do 11pm Sunday

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From: Sandra Malone [<mailto:Sandra@ScreenStrategies.com>]

Sent: Tuesday, August 19, 2014 2:59 PM

To: Connie Eaton

Subject: RE: Order Changes - Merkley

Is there any news for \$40 that I can use to make that 6p News good?

From: Connie Eaton [<mailto:ceaton@kobi5.com>]

Sent: Tuesday, August 19, 2014 5:56 PM

To: Sandra Malone

Subject: RE: Order Changes - Merkley

\$50

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From: Sandra Malone [<mailto:Sandra@ScreenStrategies.com>]

Sent: Tuesday, August 19, 2014 12:04 PM

To: Connie Eaton

Subject: RE: Order Changes - Merkley

How much is that?

From: Connie Eaton [<mailto:ceaton@kobi5.com>]
Sent: Tuesday, August 19, 2014 1:44 PM
To: Sandra Malone
Subject: RE: Order Changes - Merkley

Hi Sandra – I will keep The Doctors. \$38 in 6pm news on the 10/30 will not clear I can however do a sat 6pm news is you would consider that.

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From: Sandra Malone [<mailto:Sandra@ScreenStrategies.com>]
Sent: Tuesday, August 19, 2014 6:55 AM
To: Connie Eaton
Subject: RE: Order Changes.

Hi Connie,

Keep the Doctors please and add a 6p News on Thursday 10/30 for \$39.

Thanks!

Sandra

From: Connie Eaton [<mailto:ceaton@kobi5.com>]
Sent: Monday, August 18, 2014 7:04 PM
To: Sandra Malone
Cc: Donna Rodriguez
Subject: Order Changes.

I have the following changes to some of the Merkley Orders:

628 - Sunday news will be at 8:30 following the game. We have corrected at our end. The Doctors moves to noon on Sept 9th. Do you want to stay in The Doctors and move to noon or stay at 3pm and be in Merideth Vierra?

627 - Sunday news will be at 8:30 following the game. We have corrected at our end.

The Doctors moves to noon on Sept 9th. Do you want to stay in The Doctors and move to noon or stay at 3pm and be in Merideth Vierra?

610 – Sunday Nightly News will be pre-empted due to NFL Game this is \$40 I'm not sure where you would like to be placed.

Please let me know as soon as possible on each one of these estimates.
Thanks

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Connie Eaton

From: Connie Eaton <ceaton@kobi5.com>
Sent: Monday, August 18, 2014 4:04 PM
To: Sandra Malone (Sandra@ScreenStrategies.com)
Cc: Donna Rodriguez (drodriguez@kobi5.com)
Subject: Order Changes.

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