

# 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**

<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)

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<u>Contract Dates</u> 10/27/14 - 11/04/14	<u>Product</u> 610	<u>Estimate #</u> 610
<u>Advertiser</u> Merkley for Senate - MED		<u>Original Date / Revision</u> 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
<b>Totals</b>	<b>68</b>	<b>\$9,041.00</b>	<b>(\$1,356.15)</b>	<b>\$7,684.85</b>

**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

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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 9<sup>th</sup>. 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 9<sup>th</sup>. 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:** Sandra Malone <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  
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## Connie Eaton

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**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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