

CONTRACT



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

Ver 2

<u>Contract / Revision</u> 15297 /		<u>Alt Order #</u>
<u>Product</u> Political - Candidate		
<u>Contract Dates</u> 10/13/16 - 11/07/16		<u>Estimate #</u> SD3 MORO MEDF ADD
<u>Advertiser</u> Committee to Elect Tonia Moro		<u>Original Date / Revision</u> 10/12/16 / 10/27/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<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>Total Ratings</u> 231.30
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

kobi5.com

And:

Media Analysis, Inc.
Attention: Marla Jackson
P.O. Box 66490
Portland, OR 97290

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	KOBI	10/13/16	11/06/16	Today Show I	7a-9a		:30				NM	12	\$864.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	---TF--				2	\$72.00	3.40			
Week:		10/17/16	10/23/16	-----				0	\$0.00	0.00			
Week:		10/24/16	10/30/16	MTWTF--				5	\$72.00	3.40			
Week:		10/31/16	11/06/16	MTWTF--				5	\$72.00	3.40			
2	KOBI	10/13/16	11/06/16	Today Show III	10a-11a		:30				NM	17	\$204.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	---TF--				2	\$12.00	1.50			
Week:		10/17/16	10/23/16	MTWTF--				5	\$12.00	1.50			
Week:		10/24/16	10/30/16	MTWTF--				5	\$12.00	1.50			
Week:		10/31/16	11/06/16	MTWTF--				5	\$12.00	1.50			
E 3	KOBI	10/13/16	11/06/16	Days of our Lives	1p-2p		:30				NM	7	\$252.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	---TF--				2	\$36.00	2.40			
	<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>Rtg</u>	<u>Type</u>		
	1	KOBI	10/10/16-10/16/16	Days of our Lives	1p-2p	----ThF----	:30		\$36.00	2.40	NM		
				Credited									
				\$ moving to order 15297									
	2	KOBI	10/10/16-10/16/16	Days of our Lives	1p-2p	----ThF----	:30		\$36.00	2.40	NM		
				Credited									
				\$ moving to order 15297									
Week:		10/17/16	10/23/16	MTWTF--				3	\$36.00	2.40			
	<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>Rtg</u>	<u>Type</u>		
	3	KOBI	10/17/16-10/23/16	Days of our Lives	1p-2p	MTuWThF----	:30		\$36.00	2.40	NM		
				Credited									
				CREDIT PER BUYER									
	4	KOBI	10/17/16-10/23/16	Days of our Lives	1p-2p	MTuWThF----	:30		\$36.00	2.40	NM		
				Credited									
				CREDIT PER BUYER									
Week:		10/24/16	10/30/16	MTWTF--				3	\$36.00	2.40			
Week:		10/31/16	11/06/16	MTWTF--				3	\$36.00	2.40			
4	KOBI	10/13/16	10/14/16	Harry	3p-4p		:30				NM	2	\$24.00

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Contract / Revision 15297 /		Alt Order #
Contract Dates 10/13/16 - 11/07/16		Product Political - Candidate
Estimate # SD3 MORO MEDF ADD		
Advertiser Committee to Elect Tonia		Original Date / Revision 10/12/16 / 10/27/16

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
5	KOBI	10/13/16	11/06/16	Dr. Oz	4p-5p		:30				NM	11	\$396.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	---TF--				2	\$12.00	0.20			
Week:		10/17/16	10/23/16	MTWTF--				3	\$36.00	1.10			
Week:		10/24/16	10/30/16	MTWTF--				3	\$36.00	1.10			
Week:		10/31/16	11/06/16	MTWTF--				3	\$36.00	1.10			
6	KOBI	10/13/16	11/06/16	M-F NBC5 News @ 6p	6p-7p		:30				NM	16	\$1,504.00
Week:		10/10/16	10/16/16	---TF--				2	\$94.00	4.50			
Week:		10/17/16	10/23/16	MTWTF--				5	\$94.00	4.50			
Week:		10/24/16	10/30/16	MTWTF--				5	\$94.00	4.50			
Week:		10/31/16	11/06/16	MTWTF--				5	\$94.00	4.50			
Spot		<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>Rtg</u>	<u>Type</u>		
5		KOBI	10/17/16-10/23/16	M-F NBC5 News @ 6p	6p-7p	MTuWThF----	:30		\$94.00	4.50	NM		
		Credited											
		\$ moving to order 15297											
Week:		10/24/16	10/30/16	MTWTF--				5	\$94.00	4.50			
Week:		10/31/16	11/06/16	MTWTF--				5	\$94.00	4.50			
7	KOBI	10/20/16	10/20/16	Blacklist	10p-11p		:30				NM	1	\$480.00
Week:		10/17/16	10/23/16	---T---				1	\$480.00	5.10			
8	KOBI	10/13/16	11/06/16	Dateline NBC	9:00 PM-11:00 PM		:30				NM	3	\$540.00
Week:		10/10/16	10/16/16	----F--				1	\$180.00	5.10			
Week:		10/17/16	10/23/16	----F--				1	\$180.00	5.10			
Week:		10/24/16	10/30/16	-----				0	\$0.00	0.00			
Week:		10/31/16	11/06/16	----F--				1	\$180.00	5.10			
9	KOBI	10/13/16	11/06/16	Sat Prime Other	7:58 PM-10:00 PM		:30				NM	3	\$540.00
Week:		10/10/16	10/16/16	-----S-				1	\$180.00	2.70			
Spot		<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>Rtg</u>	<u>Type</u>		
1		KOBI	10/10/16-10/16/16	Sat Prime Other	7:58 PM-10:00 PM	-----Sa--	:30		\$180.00	2.70	NM		
		See MG 9.4											
4		KOBI	10/10/16-10/16/16	Sat Prime Hr 3	10p-11p	-----Sa--	:30		\$180.00	2.70	NM		
		⊕ MG for 9.1 10/15											
Week:		10/17/16	10/23/16	-----S-				1	\$180.00	2.70			
Spot		<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>Rtg</u>	<u>Type</u>		
2		KOBI	10/17/16-10/23/16	Sat Prime Other	7:58 PM-10:00 PM	-----Sa--	:30		\$180.00	2.70	NM		
		See MG 9.5											
5		KOBI	10/17/16-10/23/16	Sat Prime Other	7:58 PM-11:00 PM	-----Sa--	:30		\$180.00	2.70	NM		
		⊕ MG for 9.2 10/22											
Week:		10/24/16	10/30/16	-----				0	\$0.00	0.00			
Week:		10/31/16	11/06/16	-----S-				1	\$180.00	2.70			
Spot		<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>Rtg</u>	<u>Type</u>		
3		KOBI	10/31/16-11/06/16	Sat Prime Other	7:58 PM-10:00 PM	-----Sa--	:30		\$180.00	2.70	NM		
		See MG 9.6											
6		KOBI	10/31/16-11/06/16	Sat Prime Hr 2	9p-10p	-----Sa--	:30		\$180.00	2.70	NM		
		⊕ MG for 9.3 11/05											
10	KOBI	10/13/16	11/06/16	Sat Prime Hr 3	10p-11p		:30				NM	2	\$180.00
Week:		10/10/16	10/16/16	-----S-				1	\$90.00	2.00			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
<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>Rtg</u>	<u>Type</u>		
1	KOBI	10/10/16-10/16/16		Sat Prime Hr 3	10p-11p	-----Sa--	:30		\$90.00	2.00	NM		
Credited													
\$ moving to order 15297													
Week:		10/17/16	10/23/16	-----S-				1	\$90.00	2.00			
2	KOBI	10/17/16-10/23/16		Sat Prime Hr 3	10p-11p	-----Sa--	:30		\$90.00	2.00	NM		
Credited													
\$ moving to order 15297													
Week:		10/24/16	10/30/16	-----S-				1	\$90.00	2.00			
Week:		10/31/16	11/06/16	-----S-				1	\$90.00	2.00			
11	KOBI	11/06/16	11/06/16	Regular Season	520-830p		:30				NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----S				1	\$1,100.00	12.50			
12	KOBI	11/06/16	11/06/16	Dateline	10p-11p		:30				NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-----S				1	\$180.00	1.70			
13	KOBI	10/13/16	11/06/16	Late 11p News M-F	11p-1135p		:30				NM	17	\$1,071.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	---TF--				2	\$63.00	1.00			
Week:		10/17/16	10/23/16	MTWTF--				5	\$63.00	1.00			
Week:		10/24/16	10/30/16	MTWTF--				5	\$63.00	1.00			
Week:		10/31/16	11/06/16	MTWTF--				5	\$63.00	1.00			
14	KOBI	10/16/16	10/16/16	Late 11p News Su	11-1130p		:30				NM	1	\$32.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	-----S				1	\$32.00	0.00			
Totals										231.30		94	\$7,367.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/16 -10/31/16	67	\$4,457.00	(\$668.55)	\$3,788.45
11/01/16 -11/06/16	27	\$2,910.00	(\$436.50)	\$2,473.50
Totals	94	\$7,367.00	(\$1,105.05)	\$6,261.95

Signature: _____ **Date:** _____

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