

# ORDER



Rockford WQRF

**Orders**  
**Order / Rev:** 3487130  
**Alt Order #:** 27754616  
**Product Desc:** POLITICAL  
**Estimate:** 802  
**Flight Dates:** 03/29/22 - 04/04/22  
**Original Date / Rev:** 03/28/22 / 03/28/22  
**Order Type:** REG

**Primary AE:** Millennium Washington,DC  
**Sales Office:** M-WAS  
**Sales Region:** Nat

**Agency Name:** Grassroots Media LLC  
**Buying Contact:** Mike D'Ettorre  
**Billing Contact:**  
 146 Montgomery Avenue  
 Bala Cynwyd, PA 19004

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/JB Pritzker/Governor/IL/Dem  
**Demographic:** A35+  
**Product Codes:** PL14  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND  
**Priority:** P5

**Order Brand:**  
**New Business End:**  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General  
**Order Separation:** 00:15:00

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/04/22	5	\$250.00	\$212.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	5	\$250.00	\$212.50	0.00
<b>Totals</b>	<b>5</b>	<b>\$250.00</b>	<b>\$212.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington,DC			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
Rockford WQRF	5%	\$250.00
Market	100%	\$5,000.00

**Competitive Share**

Competitive Share	Share	Total
ABR	0%	\$0.00
CABLE	0%	\$0.00
ETVO	0%	\$0.00
UNKWN	60%	\$3,000.00
WIFR	0%	\$0.00
WREX	0%	\$0.00
WTVO	35%	\$1,750.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WQRF	03/29/22	03/29/22	M-F 7a-8a News MORNING NEWS	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	-T-----	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
Fox39 News In The Morning <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 03/28/22 04/03/22 -T----- 1 \$50.00 0.00															
N 2	WQRF	03/30/22	03/30/22	M-F 7a-8a News MORNING NEWS	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	--W----	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
Fox39 News In The Morning <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															

Order / Rev: 3487130  
 Alt Order #: 27754616  
 Flight Dates: 03/29/22 - 04/04/22

Advertiser: POL/JP Pritzker/Governor/IL/Dem  
 Product Desc: POLITICAL  
 Estimate: 802

Rockford WQRF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 03/28/22	04/03/22	--W----	1	\$50.00	0.00								
N 3	WQRF	03/31/22	03/31/22	M-F 7a-8a News MORNING NEWS	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	---T---	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
		Fox39 News In The Morning													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 03/28/22	04/03/22	---T---	1	\$50.00	0.00								
N 4	WQRF	04/01/22	04/01/22	M-F 7a-8a News MORNING NEWS	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	----F--	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
		Fox39 News In The Morning													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 03/28/22	04/03/22	----F--	1	\$50.00	0.00								
N 5	WQRF	04/04/22	04/04/22	M-F 7a-8a News MORNING NEWS	CM	M-F 7a-8a News	M-----	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
		Fox39 News In The Morning													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 04/04/22	04/10/22	M-----	1	\$50.00	0.00								
													Totals	5	\$250.00

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 27754616      Changes as of: 3/28/2022 at 11:18 AM      Version: Current State Version 1

CPE: 21/22/802      Flight: 3/29/22 - 4/4/22      Station: WGRF      Con Type: POLITICAL/VOTE

Agency: Grassroots Media LLC      Advertiser: Pritsker-Gov IL      Market: Rockford      Total \$: \$250.00

146 Montgomery Ave      Product: POLITICAL      Office: WASHINGTON      Total Spots: 5

Suite 201      Agency Order #: 11519054      Service: Nielsen      Total CPP: \$0.00

Bala Cynwyd, PA 19004      Buyer: D'Elorre, Mike      Primary Demo:      Total GRP:

Salesperson: SHANNAN YALLOF      Separation: SHANNAN YALLOF      Assistant: SHANNAN YALLOF

212-373-8131      212-373-8131      212-373-8131

Comments: Separation: 30:PopulationBuyType: CPP

# 3487130

#	Day/Time	DP	Program	Rate	Len	3/29 - 4/4										Total Spots	Total \$	CPP*	GRP*
						3/29	3/30	3/31	4/1	4/2	4/3	4/4							
1	Tu-F, M 7a-8a	P3	Fox39 News In The Morning	\$50.00	30	1	1	1	1	1	0	0	1	5	\$250.00	\$0.00	0.0		
TOTALS:						1	1	1	1	1	0	0	1	5	\$250.00	\$0.00	0.0		

Approved: aw      Date: 3/28  
 Purchased: MP      Date: 3/26



125 West 55th St  
New York, NY 10019

Contract # 27754616      Changes as of: 3/28/2022 at 11:18 AM      Version: Current State Version 1

CPE: 21/22/802      Flight: 3/29/22 - 4/4/22      Station: WORF      Con Type: POLITICAL/NOTE

Agency: Grassroots Media LLC      Advertiser: Pritzker-Gov IL      Market: Rockford      Total \$: \$250.00

146 Montgomery Ave      Product: POLITICAL      Office: WASHINGTON      Total Spots: 5

Suite 201      Agency Order #: 11519054      Service: Nielsen      Total CPM: \$0.00

Bala Cynwyd, PA      Buyer: DiEttore, Mike      Primary Demo:      Total GRP: \$250.00

19004

Salesperson: SHANNAN YALLOF      Assistant: SHANNAN YALLOF

Separation: 212-373-8131      Separation: 212-373-8131

Special Instructions

Date/Time      Added by      Comment

03/28/22 11:18 AM      SHANNAN YALLOF      Separation: 30:PopulationBuy Type: CPP

Competitive Information

Market Budget:	\$5,000
WQR Share:	5%
Comment:	WTVO: 35%
Unknown:	60%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
Total	100%	5	\$250.00	N/A	0.0

Monthly Summary

Month	Spots	Dollars
2022-Apr	5	\$250.00
Total	5	\$250.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	3/28/22 11:23 AM					\$0	\$0	
New	3/28/22 11:18 AM	SHANNAN YALLOF	New	5		\$250.00	\$250.00	

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.