

ORDER



Rockford WQRF

Orders
Order / Rev: 3498581
Alt Order #: 27760107
Product Desc: Tu-Mon week
Estimate: 2657
Flight Dates: 04/05/22 - 04/11/22
Original Date / Rev: 04/01/22 / 04/01/22
Order Type: REG

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

Agency Name: SRCPmedia
Buying Contact: Betsy Vonderheid
Billing Contact:
 201 North Union Street
 Alexandria, VA 22314

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

Advertiser Name: POL/Darren Bailey/Governor/IL/Rep
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: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/11/22	8	\$1,750.00	\$1,487.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	8	\$1,750.00	\$1,487.50	0.00
Totals	8	\$1,750.00	\$1,487.50	0.00

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	Share	Total
Rockford WQRF	5%	\$1,750.00
Market	100%	\$35,000.00

Competitive Share	Share	Total
ABR	0%	\$0.00
CABLE	0%	\$0.00
ETVO	0%	\$0.00
UNKWN	65%	\$22,750.00
WIFR	0%	\$0.00
WREX	0%	\$0.00
WTVO	30%	\$10,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount												
N 1	WQRF	04/05/22	04/11/22	M-F 7a-8a News MORNING NEWS	CM	M-F 7a-8a News	MTWTF--	:30	5	\$50.00	P3	0.00	NM	5	\$250.00												
Fox39 News In The Morning <table border="0"> <tr> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>Weekdays</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td><u>Rating</u></td> </tr> <tr> <td>Week: 04/05/22</td> <td>04/11/22</td> <td>MTWTF--</td> <td>5</td> <td>\$50.00</td> <td>0.00</td> </tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 04/05/22	04/11/22	MTWTF--	5	\$50.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																						
Week: 04/05/22	04/11/22	MTWTF--	5	\$50.00	0.00																						
N 2	WQRF	04/05/22	04/11/22	M-F 9p-930p News FOX39 NEWS @ 9P	CM	M-F 9p-930p News	MTWTF--	:30	3	\$500.00	P3	0.00	NM	3	\$1,500.00												
FOX 39 News At 9P <table border="0"> <tr> <td><u>Start Date</u></td> <td><u>End Date</u></td> <td><u>Weekdays</u></td> <td><u>Spots/Week</u></td> <td><u>Rate</u></td> <td><u>Rating</u></td> </tr> </table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
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 Estimate: 2657

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: 04/05/22	04/11/22	MTWTF--		3				\$500.00		0.00			
													Totals	8	\$1,750.00

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 27760107 Changes as of: 4/1/2022 at 11:44 AM Version: Current State Version 1

CPE: 285/872/2657 Flight: 4/5/22 - 4/1/22 Station: WQRF Con Type: POLITICAL/NOTE

Agency: SRCP Media Advertiser: Bailey for Illinois Market: Rockford Total \$: \$1,750.00

201 NORTH UNION ST Product: Tu-Mon week Office: WASHINGTON Total Spots: 8

ALEXANDRIA VA Agency Order #: 11539092 Buyer: Vonderheid, Betsy Service: Nielsen Total CPP: \$150.86

Salesperson: SHANNAN YALLOF Separation: Salesperson: SHANNAN YALLOF Primary Demo: Adults 35+ Total GRP: 11.6

212-373-8131 Separation: 212-373-8131 Assistant: SHANNAN YALLOF Comments: Separation: 30; PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	A35P Rating	Len	4/5	4/5 - 4/5	Total Spots	Total \$	CPP*	GRP*
1	Tu-F M 7a-8a		Fox39 News In The Morning	\$50.00	1.0	30	5		5	\$250.00	\$50.00	5.0
2	Tu-F M 9p-9:30p		FOX 39 News At 9P	\$500.00	2.2	30	3		3	\$1,500.00	\$227.27	6.6
TOTALS: 8									8	\$1,750.00	\$150.86	11.6

#3498581

Prepared by	<u>NAF</u>	Date	<u>4/1</u>
Reviewed by	<u>CAW</u>	Date	<u>4/1</u>

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 27760107 Changes as of: 4/1/2022 at 11:44 AM Version: Current State Version 1

CPE: 265/872/2657 Flight: 4/5/22 - 4/11/22 Station: WQRF Con Type: POLITICAL/NOTE
 Agency: SRCP Media Advertiser: Bailey for Illinois Market: Rockford Total \$: \$1,750.00
 201 NORTH UNION ST Product: Tu-Mon week Office: WASHINGTON Total Spots: 8
 SUITE 200
 ALEXANDRIA VA 22314

Agency Order #: 11539092 Service: Nielsen Total CPP: \$150.86
 Buyer: Vonderheid, Betsy Primary Demo: Adults 35+ Total GRP: 11.6
 Salesperson: SHANNAN YALLOF Assistant: SHANNAN YALLOF
 Separation: 212-373-8131 Separation: 212-373-8131

Special Instructions	
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Date/Time	Added by	Comment
04/01/22 11:44 AM	SHANNAN YALLOF	Separation: 30-Population Buy Type: CPP

Competitive Information	
Market Budget:	\$35,000
WQR Share:	5%
Comment:	WTVD: 30%
Unknown:	65%

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	4/1/22 11:51 AM					\$0	\$0	
New	4/1/22 11:44 AM	SHANNAN YALLOF	New	8		\$1,750.00	\$1,750.00	

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.

Daypart Summary						Monthly Summary		
Day/Time	% Distrib	Spots	Dollars	CPP	GRP	Month	Spots	Dollars
	100%	8	\$1,750.00	\$150.86	11.6	2022-Apr	8	\$1,750.00
Total	100%	8	\$1,750.00	\$150.86	11.6	Total	8	\$1,750.00