

# ORDER



Rockford WQRF

**Orders**  
**Order / Rev:** 3498585  
**Alt Order #:** 27760108  
**Product Desc:** Tu-Mon week  
**Estimate:** 2658  
**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 Vonderheld  
**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	\$845.00	\$718.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	8	\$845.00	\$718.25	0.00
<b>Totals</b>	<b>8</b>	<b>\$845.00</b>	<b>\$718.25</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	Share	Total
Rockford WQRF	5%	\$845.00
Market	100%	\$16,900.00

Competitive Share	Share	Total
ABR	0%	\$0.00
CABLE	0%	\$0.00
ETVO	0%	\$0.00
UNKWN	65%	\$10,985.00
WIFR	0%	\$0.00
WREX	0%	\$0.00
WTVQ	30%	\$5,070.00

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--	:15	5	\$32.50	P3	0.00	NM	5	\$162.50												
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>\$32.50</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	\$32.50	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	\$32.50	0.00																						
N 2	WQRF	04/05/22	04/11/22	M-F 930p-10p News FOX39 NEWS @ 930P	CM	M-F 930p-10p Nev	MTWTF--	:15	3	\$227.50	P3	0.00	NM	3	\$682.50												
FOX 39 News At 930P <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: 2658

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	\$227.50		0.00			
													Totals	8	\$845.00

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 27760108      Changes as of: 4/1/2022 at 11:57 AM      Version: Highlighting Revision 1

CPE: 285/872/2658      Flight: 4/5/22 - 4/11/22      Station: WQRF  
 Agency: SRCP Media      Advertiser: Bailey for Illinois      Market: Rockford  
 201 NORTH UNION ST      Product: Tu-Mon week      Office: WASHINGTON  
 SUITE 200  
 ALEXANDRIA VA 22314

Agency Order #: 11539096      Buyer: Vonderheid, Betsy      Service: Nielsen  
 Salesperson: SHANNAN YALLOF      212-373-8131      Primary Demo: Adults 35+  
 Separation:      Assistant: SHANNAN YALLOF      212-373-8131

Comments: Separation: 30 PopulationBuyType: CPP

# 3498585

Con Type: POLITICAL/VOTE  
 Total \$: \$845.00  
 Total Spots: 8

Total CPP: \$0.00  
 Total GRP:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	4/5 - 4/5		Total Spots	Total \$	CPP*	GRP*	
							4/5	5					
1	Tu-F M 7a-8a		Fox39 News In The Morning	\$32.50	0	15	5		5	\$162.50	\$0.00	0.0	
2	Tu-F M 9:30p-10p		FOX 39 News At 930P	\$227.50	0	15	3		3	\$682.50	\$0.00	0.0	
Charges: Rate from 227 to 227.5													
TOTALS:										8	\$845.00	\$0.00	0.0

Prepared by: MA  
 Date: 4/1  
 Entered by: CW

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 27760108      Changes as of: 4/11/2022 at 11:57 AM      Version: Highlighting Revision 1

CPE: 285/872/2658      Flight: 4/5/22 - 4/11/22      Station: WQRF  
 Agency: SRCP Media      Advertiser: Bailey for Illinois      Market: Rockford  
 201 NORTH UNION ST      Product: Tu-Mon week      Office: WASHINGTON  
 SUITE 200      ALEXANDRIA VA 22314

Agency Order #: 11539096      Service: Nielsen  
 Buyer: Vonderheid, Betsy      Primary Demo: Adults 35+  
 Salesperson: SHANNAN YALLOF      Assistant: SHANNAN YALLOF  
 212-373-8131      Separation: 212-373-8131

Total CPP: \$0.00  
 Total GRP:

Con Type: POLITICAL/NOTE  
 Total \$: \$845.00  
 Total Spots: 8

Date/Time	Added by	Comment
04/01/22 11:57 AM	SHANNAN YALLOF	Separation: 30; Population Buy Type: CPP
04/01/22 11:57 AM	SHANNAN YALLOF	Separation: 30; Population Buy Type: CPP

### Order Level Comments

Market Budget:	WQR Share:	Comment:	WTVQ:	Unknown:
\$16,900	5%		30%	65%

### Competitive Information

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
Total	100%	8	\$845.00	N/A	0.0

### Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	4/1/22 11:58 AM					\$0		
Revision	4/1/22 11:57 AM	SHANNAN YALLOF	Revised			\$1.50	\$845.00	Changes: Calculated Dollars from \$843.50 to \$845.00, Competitive Market Budget from \$35,000 to \$16,900, Total \$ from \$843.50 to \$845.00, Origuser Entered Dollars to \$843.50, User Entered \$ from \$0.00 to \$845.00, Demo Meta to [R16], 1 buyline added or modified.
New	4/1/22 11:44 AM	SHANNAN YALLOF	New	8		\$843.50	\$843.50	

**Non-Discrimination Policy**  
 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.