

# ORDER



Rockford WQRF

**Orders**  
**Order / Rev:** 3481547  
**Alt Order #:** 27751378  
**Product Desc:** Tu-Mon week  
**Estimate:** 2644  
**Flight Dates:** 03/29/22 - 04/04/22  
**Original Date / Rev:** 03/25/22 / 03/25/22  
**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	04/04/22	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
<b>Totals</b>	<b>8</b>	<b>\$1,750.00</b>	<b>\$1,487.50</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	10%	\$1,750.00
Market	100%	\$17,500.00

**Competitive Share**

Competitive Share	Share	Total
ABR	0%	\$0.00
CABLE	0%	\$0.00
ETVO	0%	\$0.00
UNKWN	61%	\$10,675.00
WIFR	0%	\$0.00
WREX	0%	\$0.00
WTVO	29%	\$5,075.00

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	04/04/22	M-F 7a-8a News FOX39 NEWS IN THE MORNIN	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="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>03/29/22</td> <td>04/04/22</td> <td>MTWTF--</td> <td>5</td> <td>\$50.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	03/29/22	04/04/22	MTWTF--	5	\$50.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
03/29/22	04/04/22	MTWTF--	5	\$50.00	0.00																						
N 2	WQRF	03/29/22	04/04/22	M-F 9p-930p News FOX 39 NEWS AT 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="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>03/29/22</td> <td>04/04/22</td> <td>MTWTF--</td> <td>3</td> <td>\$500.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	03/29/22	04/04/22	MTWTF--	3	\$500.00	0.00
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 Estimate: 2644

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: 03/29/22	04/04/22	MTWTF--		3				\$500.00		0.00			
													Totals	8	\$1,750.00

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 27751378 Changes as of: 3/25/2022 at 9:41 AM Version: Current State Version 1

CPE: 285/872/2644 Flight: 3/29/22 - 4/4/22 Station: WQRF Con Type: POLITICAL/VOTE  
 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 #: 11512732 Service: Nielsen Total CPP: \$0.00

Buyer: Vonderheid, Betsy Primary Demo: Assistant: SHANNAN YALLOF  
 Salesperson: SHANNAN YALLOF 212-373-8131

Comments: Separation: 30:PopulationBuy>Type: CPP

#3481547

#	Day/Time	DP	Program	Rate	Len	3/29	3/29 - 3/29	Total Spots	Total \$	CPP	GRP
1	Tu-F M 7a-8a		Fox39 News In The Morning	\$50.00	30	5		5	\$250.00	\$0.00	0.0
	Tu-F M 2:9p-9:30p		FOX 39 News At 9p	\$500.00	30	3		3	\$1,500.00	\$0.00	0.0
TOTALS:								8	\$1,750.00	\$0.00	0.0

Prepared by MA Date 3/25  
 Reviewed by CU Date 3/28

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 27751378      Changes as of: 3/25/2022 at 9:41 AM      Version: Current State Version 1

CPE: 285/872/2644      Flight: 3/29/22 - 4/4/22      Station: WORF      Con Type: POLITICAL/VOTE

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 #: 11512732      Service: Nielsen      Total CPP: \$0.00

Buyer: Vonderheid, Betsy      Primary Demo:      Total GRP:

Salesperson: SHANNAN YALLOF      Assistant: SHANNAN YALLOF

212-373-8131      212-373-8131

Separation:

Special Instructions

Date/Time	Added by	Comment
03/25/22 9:41 AM	SHANNAN YALLOF	Separation: 30: Population Buy Type: CPP

Competitive Information	
Market Budget:	\$12,120
WQR Share:	10%
Comment:	
WTVQ:	29%
Unknown:	61%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	8	\$1,750.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>8</b>	<b>\$1,750.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2022-Apr	8	\$1,750.00
<b>Total</b>	<b>8</b>	<b>\$1,750.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	3/25/22 9:44 AM					\$0	\$0	
New	3/25/22 9:11 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.