

ORDER



Rockford WQRF

Orders
Order / Rev: 3500157
Alt Order #: 27760683
Product Desc: POLITICAL
Estimate: 815
Flight Dates: 04/05/22 - 04/11/22
Original Date / Rev: 04/04/22 / 04/04/22
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	04/11/22	5	\$250.00	\$212.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	5	\$250.00	\$212.50	0.00
Totals	5	\$250.00	\$212.50	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%	\$250.00
Market	100%	\$5,000.00

Competitive Share	Share	Total
ABR	0%	\$0.00
CABLE	0%	\$0.00
ETVO	0%	\$0.00
UNKWN	65%	\$3,250.00
WIFR	0%	\$0.00
WREX	0%	\$0.00
WTVO	30%	\$1,500.00

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	04/05/22	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: 04/04/22 04/10/22 -T----- 1 \$50.00 0.00															
N 2	WQRF	04/06/22	04/06/22	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: 3500157
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 Flight Dates: 04/05/22 - 04/11/22

Advertiser: POL/JB Pritzker/Governor/IL/Dem
 Product Desc: POLITICAL
 Estimate: 815

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: 04/04/22	04/10/22	--W----	1	\$50.00	0.00								
N 3	WQRF	04/07/22	04/07/22	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: 04/04/22	04/10/22	---T---	1	\$50.00	0.00								
N 4	WQRF	04/08/22	04/08/22	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: 04/04/22	04/10/22	----F--	1	\$50.00	0.00								
N 5	WQRF	04/11/22	04/11/22	M-F 7a-8a News M-F 7a-8a 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: 04/11/22	04/17/22	M-----	1	\$50.00	0.00								
													Totals	5	\$250.00

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 27760883 Changes as of: 4/4/2022 at 8:59 AM

Version: Current State Version 1

CPE: 21/22/815 Flight: 4/5/22 - 4/11/22

Station: WDRF

Agency: Grassroots Media LLC Advertiser: Pritzker-Gov IL

Market: Rockford

146 Montgomery Ave Suite 201

Office: WASHINGTON

Bala Cynwyd, PA 19004

Service: Nielsen

Total Spots: 5
Total CPP: \$0.00
Total GRP:

Salesperson: SHANNAN YALLOF
Separation: 212-373-8131

Assistant: SHANNAN YALLOF
212-373-8131

Comments: Separation: 30; PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	Len	4/5	4/6	4/7	4/8	4/9	4/10	4/11	Total Spots	Total \$	CPP*	GRP*								
1	Tu-F,M 7a-8a		Fox39 News In The Morning	\$50.00	30	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

3900157

Prepared By: *cur* Date: *4/4/22*
Reviewed By: *MA* Date: *4/4/22*

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 27760683 Changes as of: 4/4/2022 at 8:59 AM Version: Current State Version 1

CPE: 21/22/815 Flight: 4/5/22 - 4/11/22 Station: WGRF 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 #: 11542134 Service: Nielsen Total CPP: \$0.00
 Bala Cynwyd, PA 19004 Buyer: DeLorre, Mike Primary Demo: Total GRP:

Salesperson: SHANNAN YALLOF Assistant: SHANNAN YALLOF
 Separation: 212-373-8131 Separation: 212-373-8131

Special Instructions

Date/Time	Added by	Comment
04/04/22 8:59 AM	SHANNAN YALLOF	Separation: 30; Population Buy Type: CPP

Competitive Information	
Market Budget:	\$5,000
WGRF Share:	5%
Comment:	WTVO: 30%
Unknown:	65%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	5	\$250.00	N/A	0.0
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	4/4/22 9:00 AM					\$0	\$0
New	4/4/22 8:59 AM	SHANNAN YALLOF	New	5		\$250.00	\$250.00

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS 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.