

CONTRACT

Vers



KOBI  
125 South Fir Street  
Medford, OR 97501  
(541) 779-5555

kobi5.com

And:

Smart Media Group  
1427 Leslie Ave.  
Alexandria, VA 22301

Contract / Revision 15176 / 2		Alt Order # 25321333
Product Walden-R-OR CD-02		
Contract Dates 10/04/16 - 10/10/16		Estimate # C04C10
Advertiser Walden for Congress		Original Date / Revision 10/14/16 / 10/14/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOBI	Account Executive Philadelphia Katz Eag	Sales Office Katz-Philadelphi
Special Handling		
Demographic Adults 35+		
		Total Ratings 52.40
IDB#	Advertiser Code WAL16	Product Code ORDR
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	All	10/04/16	10/04/16	Days of our Lives	1:00 PM-2:00 PM		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-T-----				1	\$20.00	1.90			
2	All	10/05/16	10/05/16	Days of our Lives L1	1:00 PM-2:00 PM		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	--W----				1	\$20.00	1.90			
3	All	10/07/16	10/07/16	Days of our Lives L1	1:00 PM-2:00 PM		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	----F--				1	\$20.00	1.90			
4	All	10/05/16	10/05/16	NBC5 News @ Sunrise L2	6:00 AM-7:00 AM		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	--W----				1	\$20.00	2.30			
5	All	10/07/16	10/07/16	NBC5 News @ Sunrise L2	6:00 AM-7:00 AM		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	----F--				1	\$20.00	2.30			
6	All	10/10/16	10/10/16	NBC5 News @ Sunrise L2	6:00 AM-7:00 AM		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----				1	\$20.00	2.30			
7	All	10/07/16	10/07/16	Today Show I L3	7:00 AM-9:00 AM		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	----F--				1	\$30.00	2.70			
N 8	All	10/10/16	10/10/16	Today Show I L3	7:00 AM-9:00 AM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----				1	\$30.00	2.70			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	All	10/10/16-10/16/16	Today Show I L3	7:00 AM-9:00 AM	M-----	:30		\$30.00	2.70	NM		
	Credited												
9	All	10/05/16	10/05/16	NBC5 News @ 5p L4	5:00 PM-5:30 PM		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	--W----				1	\$50.00	4.30			
10	All	10/07/16	10/07/16	NBC5 News @ 5p L4	5:00 PM-5:30 PM		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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**KOB1**  
**125 South Fir Street**  
**Medford, OR 97501**  
**(541) 779-5555**

kobi5.com

Contract / Revision		Alt Order #
15176 / 2		25321333
Contract Dates	Product	Estimate #
10/04/16 - 10/10/16	Walden-R-OR CD-02	C04C10
Advertiser		Original Date / Revision
Walden for Congress		10/14/16 / 10/14/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	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:		10/03/16	10/09/16	----F--				1	\$50.00	4.30			
N 11	All	10/10/16	10/10/16	NBC5 News @ 5p L4	5:00 PM-5:30 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----				1	\$50.00	4.30			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	All	10/10/16-10/16/16	NBC5 News @ 5p L4	5:00 PM-5:30 PM	M-----	:30		<del>\$50.00</del>	4.30	NM		
Credited													
12	All	10/04/16	10/05/16	M-F NBC5 News @ 6p L5	6:00 PM-6:30 PM		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-TW----				2	\$50.00	3.70			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	All	10/03/16-10/09/16	M-F NBC5 News @ 6p L5	6:00 PM-6:30 PM	-TuW-----	:30		<del>\$50.00</del>	3.70	NM		
See MG 12.3													
	3	All	10/10/16-10/10/16	M-F NBC5 News @ 6p L5	6:00 PM-6:30 PM	M-----	:30		\$50.00	3.70	NM		
Ⓜ MG for 12.1 10/04													
13	All	10/06/16	10/07/16	M-F NBC5 News @ 6p L5	6:00 PM-6:30 PM		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	---TF--				2	\$50.00	3.70			
14	All	10/04/16	10/04/16	Tonight Show: Fallon L6	11:35 PM-12:35 XM		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-T-----				1	\$40.00	1.40			
15	All	10/06/16	10/06/16	Tonight Show: Fallon L6	11:35 PM-12:35 XM		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	---T---				1	\$40.00	1.40			
16	All	10/10/16	10/10/16	Tonight Show: Fallon L6	11:35 PM-12:35 XM		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----				1	\$40.00	1.40			
17	All	10/08/16	10/08/16	Saturday Night Live L7	11:35 PM-1:00 XM		:30				NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S-				1	\$55.00	1.50			
18	All	10/05/16	10/05/16	Late News Rotator M-Su L8	M-F11-1135p/SaSu		:30				NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	--W----				1	\$35.00	2.00			
19	All	10/07/16	10/07/16	Late News Rotator M-Su L8	M-F11-1135p/SaSu		:30				NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	----F--				1	\$35.00	2.00			
20	All	10/04/16	10/04/16	Vice Presi Debate L9	6:00 PM-8:00 PM		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-T-----				1	\$2,000.00	2.00			
21	All	10/09/16	10/09/16	Presid Debate L10	6:00 PM-8:00 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S				1	\$2,500.00	2.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	All	10/03/16-10/09/16	Presid Debate L10	6:00 PM-8:00 PM	-----Su	:30		<del>\$2,500.00</del>	2.00	NM		
Credited													
22	All	10/09/16	10/09/16	Regular Season	520-830p		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S				2	\$1,200.00	1.00			
Totals										52.40		22	\$5,095.00

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**125 South Fir Street**  
**Medford, OR 97501**  
**(541) 779-5555**

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<u>Contract / Revision</u> 15176 / 2		<u>Alt Order #</u> 25321333
<u>Contract Dates</u> 10/04/16 - 10/10/16	<u>Product</u> Walden-R-OR CD-02	<u>Estimate #</u> C04C10
<u>Advertiser</u> Walden for Congress		<u>Original Date / Revision</u> 10/14/16 / 10/14/16

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/10/16	22	\$5,095.00	(\$764.25)	\$4,330.75
Totals	22	\$5,095.00	(\$764.25)	\$4,330.75

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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KATZ TELEVISION  
GROUP

125 West 55th St  
New York, NY 10019

Contract # 25321333		Changes as of: 10/14/2016 at 10:33 AM						Version: Highlighting Revision 4										
CPE: WAL16/ORDR/C04C10		Flight: 10/4/16 - 10/10/16						Station: KOBI										
Agency: Smart Media Group		Advertiser: WALDEN, GREG						Market: Medford-Ashland										
1427 LESLIE AVE		Product: Walden-R-OR CD-02						Office: PHILADELPHIA										
SUITE #102		Agency Order #: 30049104						Primary Demo: Adults 35+										
ALEXANDRIA, VA		Buyer: Rubin, Nancy						Con Type: POLITICAL/VOTE										
22301		Salesperson: SHEPARD RITZEN						Assistant: SHEPARD RITZEN										
		215-567-7950						215-567-7950										
Comments: 2x missed here tll \$85, move to cover rate changes on C11C17 & C18C24.																		
Was \$5205, now \$5120																		
		A35P Rating		Len		10/4 - 10/10					Total		Total		GRP			
		2.7		30		10/4	10/5	10/6	10/7	10/8	10/9	10/10	Spots		\$		CPP	
		\$30.00				0	0	0	1	0	0	1	1		\$30.00		\$11.11	
						0	1	0	1	0	0	1	2		\$110.00		\$12.79	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/4 - 10/10							Total Spots	Total \$	CPP	GRP
							10/4	10/5	10/6	10/7	10/8	10/9	10/10				
REV-3	M-F 7a-9a		TODAY SHOW	\$30.00	2.7	30	0	0	0	1	0	0	1	1	\$30.00	\$11.11	2.7
Spot missed 10/10																	
REV-4	M-F 5p-5:30p		NBC 5 NEWS AT 5P	\$55.00	4.3	30	0	1	0	1	0	0	1	2	\$110.00	\$12.79	8.6
Spot missed 10/10																	
TOTALS:							3	5	2	6	1	2	3	22	\$5,120.00	\$97.71	52.4



125 West 55th St  
New York, NY 10019

# KATZ TELEVISION GROUP

KATZ

TELEVISION

GROUP

125 West 55th St

New York, NY 10019

Contract # 25321333

CPE: WAL16/ORDR/C04C10

Agency: Smart Media Group

1427 LESLIE AVE

SUITE #102

ALEXANDRIA, VA

22301

Changes as of: 10/14/2016 at 10:33 AM

Flight: 10/4/16 - 10/10/16

Advertiser: WALDEN, GREG

Product: Walden-R-OR CD-02

Agency Order #: 30049104

Buyer: Rubin, Nancy

Salesperson: SHEPARD RITZEN

215-567-7950

Version: Highlighting Revision 4

Station: KOB

Market: Medford-Ashland

Office: PHILADELPHIA

Primary Demo: Adults 35+

Con Type: POLITICAL/VOTE

Assistant: SHEPARD RITZEN

215-567-7950

Total Spots: 22

Total CPP: \$97.71

Total GRP: 52.4

Traffic #: 15176

Separation:

Special Instructions

Order Level Comments

Date/Time

Added by

Comment

10/14/16 10:33 AM

SHEPARD RITZEN

2x missed here till \$85, move to cover rate changes on C11C17 & C18C24.

10/07/16 6:53 AM

SHEPARD RITZEN

In5: 10/4 spot moved to 10/10 due to debate

09/30/16 11:52 AM

SHEPARD RITZEN

No Pres Debate 10/9 @ \$2500 due to NFL

09/29/16 12:18 PM

SHEPARD RITZEN

MKGD

09/29/16 12:18 PM

SHEPARD RITZEN

2x NFL GAME 10/9 @ \$1200 ea In11

09/29/16 12:18 PM

SHEPARD RITZEN

2x 6p News @ \$50 ea In5

09/29/16 12:18 PM

SHEPARD RITZEN

nrubin@smartmediagr.com PLEASE EMAIL ME ANY QUESTIONS OR MAKEGOODS Orders for Walden

09/29/16 12:18 PM

SHEPARD RITZEN

nrubin@smartmediagr.com PLEASE EMAIL ME ANY QUESTIONS OR MAKEGOODS Orders for Walden

Competitive Information

Market Budget: \$17,067

KOB Share: 30%

Comment: Updated over 5 buys

KDRV: 32%

KMVU: 6%

KTVL: 32%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	22	\$5,120.00	\$97.71	52.4
Total	100%	22	\$5,120.00	\$97.71	52.4

Monthly Summary

Month	Spots	Dollars
2016-Oct	22	\$5,120.00
Total	22	\$5,120.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/14/16 10:33 AM	SHEPARD RITZEN	Revised		2	\$-85.00	\$5,120.00	Changes: Comments from In5: 10/4 spot moved to 10/10 due to debate to 2x missed here till \$85, move to cover rate changes on C11C17 & C18C24. Was \$5205, now \$5120. Total Spots from 24 to 22. Calculated Dollars from \$5,205.00 to \$5,120.00. Total GRPs from 59.4 to 52.4. Total CPP from \$87.63 to \$97.71. Competitive Market Budget from \$17,350 to \$17,067. User Entered \$ from \$5,205.00 to \$5,120.00. Total \$ from \$5,205.00 to \$5,120.00. 2 buylines added or modified.
Revision	10/7/16 6:53 AM	SHEPARD RITZEN	Confirmed			\$0	\$5,205.00	Changes: Comments from No Pres Debate 10/9 @ \$2500 due to NFL MKGD 2x NFL GAME 10/9 @ \$1200 ea In11 2x 6p News @ \$50 ea In5 to In5: 10/4 spot moved to 10/10 due to debate. 1 buyline added or modified.
Revision	9/30/16 11:52 AM	SHEPARD RITZEN	Confirmed	3		\$0	\$5,205.00	Changes: Comments from nrubin@smartmediagr.com PLEASE EMAIL ME ANY QUESTIONS OR MAKEGOODS Orders for Walden to No Pres Debate 10/9 @ \$2500 due to NFL MKGD 2x NFL GAME 10/9 @ \$1200 ea In11 2x 6p News @ \$50 ea In5 Total Spots from 21 to 24. Total GRPs from 53.5 to 59.4. Total CPP from \$60.28 to \$87.63. Competitive Market Budget from \$10,750 to \$17,350. 3 buylines added or modified.

Printed on 10/14/2016 at 01:39 PM

Page 2 of 3



125 West 55th St  
New York, NY 10019

**KATZ TELEVISION**  
GROUP

Contract # 25321333

Changes as of: 10/14/2016 at 10:33 AM

Version: Highlighting Revision 4

CPE: WAL16/ORDR/C04C10

Agency: Smart Media Group

1427 LESLIE AVE

SUITE #102

ALEXANDRIA, VA 22301

Flight: 10/4/16 - 10/10/16

Advertiser: WALDEN, GREG

Product: Walden-R-OR CD-02

Agency Order #: 30049104

Buyer: Rubin, Nancy

Salesperson: SHEPARD RITZEN

215-567-7950

Station: KOBI

Market: Medford-Ashland

Office: PHILADELPHIA

Primary Demo: Adults 35+

Con Type: POLITICAL/VOTE

Assistant: SHEPARD RITZEN

215-567-7950

Total Spots: 22

Total CPP: \$97.71

Total GRP: 52.4

Traffic #: 15176

Separation:

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	9/29/16 3:09 PM					
Revision	9/29/16 12:18 PM	SHEPARD RITZEN	Confirmed			\$0
New	9/29/16 12:08 PM	SHEPARD RITZEN	New	21		\$5,205.00
						\$5,205.00
						Changes: User Entered \$ from \$0.00 to \$5,205.00, Product from ORDER to Walden-R-OR CD-02

**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.