

CONTRACT



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

kobi5.com

And:

Smart Media Group  
1427 Leslie Ave.  
Alexandria, VA 22301

Contract / Revision 15179 /		Alt Order # 25321336
Product Walden-R-OR CD-02		
Contract Dates 10/25/16 - 10/31/16		Estimate # C25C31
Advertiser Walden for Congress		Original Date / Revision 09/30/16 / 09/30/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOB	Account Executive Philadelphia Katz Ea	Sales Office Katz-Philadelphi
Special Handling		
Demographic Adults 35+		
		Total Ratings 52.00
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
N 1	All	10/25/16	10/25/16	Days of our Lives L1	1:00 PM-2:00 PM		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-T-----				1	\$25.00	1.90			
N 2	All	10/26/16	10/26/16	Days of our Lives L1	1:00 PM-2:00 PM		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	--W----				1	\$25.00	1.90			
N 3	All	10/28/16	10/28/16	Days of our Lives L1	1:00 PM-2:00 PM		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	----F--				1	\$25.00	1.90			
N 4	All	10/26/16	10/26/16	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:		10/24/16	10/30/16	--W----				1	\$20.00	2.30			
N 5	All	10/28/16	10/28/16	NBC5 News @ Sunrise	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:		10/24/16	10/30/16	----F--				1	\$20.00	2.30			
N 6	All	10/31/16	10/31/16	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:		10/31/16	11/06/16	M-----				1	\$20.00	2.30			
N 7	All	10/28/16	10/28/16	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:		10/24/16	10/30/16	----F--				1	\$30.00	2.70			
N 8	All	10/31/16	10/31/16	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:		10/31/16	11/06/16	M-----				1	\$30.00	2.70			
N 9	All	10/26/16	10/26/16	NBC5 News @ 5p L4	5:00 PM-5:30 PM		: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:		10/24/16	10/30/16	--W----				1	\$55.00	4.30			
N 10	All	10/28/16	10/28/16	NBC5 News @ 5p L4	5:00 PM-5:30 PM		: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:		10/24/16	10/30/16	----F--				1	\$55.00	4.30			
N 11	All	10/31/16	10/31/16	NBC5 News @ 5p L4	5:00 PM-5:30 PM		: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>			

(\* 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.

In accordance with Federal Communications Commission requirements, California Oregon Broadcasting, Inc. will not discriminate in any contract for advertising on the basis of race or gender, and all such contracts will be evaluated, accepted, negotiated and completed without regard to race or gender.



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

<u>Contract / Revision</u> 15179 /		<u>Alt Order #</u> 25321336
<u>Contract Dates</u> 10/25/16 - 10/31/16		<u>Product</u> Walden-R-OR CD-02
<u>Advertiser</u> Walden for Congress		<u>Estimate #</u> C25C31
		<u>Original Date / Revision</u> 09/30/16 / 09/30/16

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*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:		10/31/16	11/06/16	M-----				1	\$55.00	4.30			
N 12	All	10/25/16	10/25/16	M-F NBC5 News @ 6p L5	6:00 PM-6:30 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:		10/24/16	10/30/16	-T-----				1	\$50.00	3.70			
N 13	All	10/27/16	10/27/16	M-F NBC5 News @ 6p L5	6:00 PM-6:30 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:		10/24/16	10/30/16	---T---				1	\$50.00	3.70			
N 14	All	10/25/16	10/25/16	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:		10/24/16	10/30/16	-T-----				1	\$40.00	1.40			
N 15	All	10/27/16	10/27/16	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:		10/24/16	10/30/16	---T---				1	\$40.00	1.40			
N 16	All	10/31/16	10/31/16	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:		10/31/16	11/06/16	M-----				1	\$40.00	1.40			
N 17	All	10/29/16	10/29/16	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:		10/24/16	10/30/16	-----S-				1	\$55.00	1.50			
N 18	All	10/26/16	10/26/16	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:		10/24/16	10/30/16	--W----				1	\$35.00	2.00			
N 19	All	10/28/16	10/28/16	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:		10/24/16	10/30/16	----F--				1	\$35.00	2.00			
N 20	All	10/26/16	10/26/16	NBC News Special 6-8p L9	6:00 PM-8:00 PM		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	--W----				1	\$2,500.00	2.00			
N 21	All	10/30/16	10/30/16	Regular Season L10	12:00 PM-8:00 PM		:30				NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----S				1	\$1,250.00	2.00			
<b>Totals</b>										<b>52.00</b>		<b>21</b>	<b>\$4,455.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 -10/30/16	17	\$4,310.00	(\$646.50)	\$3,663.50
10/31/16 -10/31/16	4	\$145.00	(\$21.75)	\$123.25
<b>Totals</b>	<b>21</b>	<b>\$4,455.00</b>	<b>(\$668.25)</b>	<b>\$3,786.75</b>

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

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125 West 55th St  
New York, NY 10019

KATZ TELEVISION  
GROUP

Contract # 25321336  
CPE: WAL16/ORDR/C25C31  
Agency: Smart Media Group  
1427 LESLIE AVE  
SUITE #102  
ALEXANDRIA, VA  
22301

Changes as of: 9/29/2016 at 12:21 PM  
Flight: 10/25/16 - 10/31/16  
Advertiser: WALDEN, GREG  
Product: Walden-R-OR CD-02  
Agency Order #: 30049116  
Buyer: Rubin, Nancy

Version: Highlighting Revision 1  
Station: KOB  
Market: Medford-Ashland  
Office: PHILADELPHIA  
Primary Demo: Adults 35+  
Con Type: POLITICAL/VOTE

Total \$: \$4,455.00  
Total Spots: 21  
Total CPP: \$85.67  
Total GRP: 52.0

15779

Salesperson: SHEPARD RITZEN  
215-567-7950

Assistant: SHEPARD RITZEN  
215-567-7950

Separation:

Comments: since there is no debate 10/26, will have to make good.

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/25 - 10/31							Total Spots	Total \$	CPP	GRP
							10/25	10/26	10/27	10/28	10/29	10/30	10/31				
1	M-F 1p-2p		DAYS OF OUR LIVES	\$25.00	1.9	30	1	1	0	1	0	0	0	3	\$75.00	\$13.16	5.7
2	M-F 6a-7a		NBC 5 NEWS AT SUNRIS	\$20.00	2.3	30	0	1	0	1	0	0	1	3	\$60.00	\$8.70	6.9
3	M-F 7a-9a		TODAY SHOW	\$30.00	2.7	30	0	0	0	1	0	0	1	2	\$60.00	\$11.11	5.4
4	M-F 5p-5:30p		NBC 5 NEWS AT 5P	\$55.00	4.3	30	0	1	0	1	0	0	1	3	\$165.00	\$12.79	12.9
5	M-F 6p-6:30p		NBC 5 NEWS AT 6P	\$50.00	3.7	30	1	0	1	0	0	0	0	2	\$100.00	\$13.51	7.4
6	M-F 11:35p-12:35a		TONIGHT SHOW	\$40.00	1.4	30	1	0	1	0	0	0	1	3	\$120.00	\$28.57	4.2
7	Sa 11:35p-1a		SATURDAY NIGHT LIVE	\$55.00	1.5	30	0	0	0	0	1	0	0	1	\$55.00	\$36.67	1.5
8	M-Su 11p-11:35p		NBC 5 NEWS AT 11P	\$35.00	2.0	30	0	1	0	1	0	0	0	2	\$70.00	\$17.50	4.0
9	W 6p-8p		PRES DEBATES *	\$2,500.00	2.0	30	0	1	0	0	0	0	0	1	\$2,500.00	\$1,250.00	2.0
10	Su 12n-8p		SEA VS CARDINALS	\$1,250.00	2.0	30	0	0	0	0	0	0	1	1	\$1,250.00	\$625.00	2.0
TOTALS:							3	5	2	5	1	1	4	21	\$4,455.00	\$85.67	52.0





125 West 55th St  
New York, NY 10019

**KATZ** TELEVISION  
GROUP

**Contract #** 25321336  
**Changes as of:** 9/29/2016 at 12:21 PM  
**Version:** Highlighting Revision 1  
**CPE:** WAL16/ORDR/C25C31  
**Agency:** Smart Media Group  
1427 LESLIE AVE  
SUITE #102  
ALEXANDRIA, VA  
22301  
**Flight:** 10/25/16 - 10/31/16  
**Advertiser:** WALDEN, GREG  
**Product:** Walden-R-OR CD-02  
**Agency Order #:** 30049116  
**Buyer:** Rubin, Nancy  
**Salesperson:** SHEPARD RITZEN  
215-567-7950  
**Station:** KOB  
**Market:** Medford-Ashland  
**Office:** PHILADELPHIA  
**Primary Demo:** Adults 35+  
**Con Type:** POLITICAL/VOTE  
**Assistant:** SHEPARD RITZEN  
215-567-7950  
**Separation:**  
**Total \$:** \$4,455.00  
**Total Spots:** 21  
**Total CPP:** \$85.67  
**Total GRP:** 52.0

#### Special Instructions

#### Order Level Comments

Date/Time	Added by	Comment
09/29/16 12:21 PM	SHEPARD RITZEN	since there is no debate 10/26, will have to make good.
09/29/16 12:21 PM	SHEPARD RITZEN	since there is no debate 10/26, will have to make good.

#### Competitive Information

<b>Market Budget:</b> \$10,750
<b>KOB Share:</b> 30%
<b>Comment:</b> Updated over 5 buys
<b>KDRV:</b> 32%
<b>KMVU:</b> 6%
<b>KTVL:</b> 32%

#### Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	21	\$4,455.00	\$85.67	52.0
<b>Total</b>	<b>100%</b>	<b>21</b>	<b>\$4,455.00</b>	<b>\$85.67</b>	<b>52.0</b>

#### Monthly Summary

Month	Spots	Dollars
2016-Oct	17	\$4,310.00
2016-Nov	4	\$145.00
<b>Total</b>	<b>21</b>	<b>\$4,455.00</b>

#### Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	9/29/16 12:21 PM	SHEPARD RITZEN	Revised			\$0	\$4,455.00	Changes: Comments from nrubin@smartmediagrp.com PLEASE EMAIL ME ANY QUESTIONS OR MAKEGOODS Orders for Walden to since there is no debate 10/26, will have to make good.. Product from ORDER to Walden-R-OR CD-02 , User Entered
New	9/29/16 12:08 PM	SHEPARD RITZEN	New	21		\$4,455.00	\$4,455.00	

#### 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.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Smart Media Group,

being/on behalf of: Walden for OR CD-02,

a legally qualified candidate of the Republican

political party for the office of: OR CD-02

in the General

election to be held on: 11/8/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<b>SEE ATTACHED</b>					

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

Walden for Congress

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Marta A. Simons

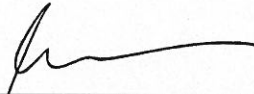
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

9/29/16


**Date**



**Signature**

***To Be Signed By Station Representative***

☒ **Accepted**



**Signature**

☐ **Accepted in Part**



**Printed Name**

☐ **Rejected**



**Title**

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, \_\_\_\_\_  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



\_\_\_\_\_  
**signature of candidate or authorized committee**

Smart Media Group

\_\_\_\_\_  
**printed name**

\_\_\_\_\_  
**date**

## AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<h1>SEE ATTACHED</h1>					

**Attach proposed schedule with charges (if available):**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.