



125 West 55th St
New York, NY 10019

KATZ TELEVISION
GROUP

Contract # 26232194 **Changes as of:** 10/26/2018 at 1:27 PM **Version:** Highlighting Revision 1
CPE: 336/423/6303 **Flight:** 10/28/18 - 10/30/18 **Station:** KOB
Agency: STRATEGIC MEDIA **Advertiser:** BUEHLER, KNUTE **Market:** Medford-Ashland
Product: Candidate **Office:** PHILADELPHIA **Total Spots:** 23
Agency Order #: 7897567 **Service:** Nielsen **Total CPP:** \$0.00
Buyer: Osborne, TJ **Primary Demo:** Adults 35+ **Total GRP:**
Salesperson: SHEPARD RITZEN **Assistant:** SHEPARD RITZEN
215-567-7950 215-567-7950
Separation:
Comments: corrected rates & cut back 25x to balance.

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/28 - 10/30			Total Spots	Total \$	CPP*	GRP*
							10/28	10/29	10/30				
REV- 1	M-F 5a-5:30a		AGDAY	\$15.00	0	30	0	1	0	1	\$15.00	\$0.00	0.0
Target 200345 Index: 99, Nielsen: 0.3 Changes: Rate from 10 to 15													
REV- 2	M-F 6a-7a		NBC5 NWS@SUNRS	\$30.00	0	30	0	1	0	1	\$30.00	\$0.00	0.0
Target 200345 Index: 106, Nielsen: 1.5													
REV- 3	M-F 7a-9a		TODAY SHW	\$101.00	0	30	0	2	0	2	\$101.00	\$0.00	0.0
Target 200345 Index: 108, Nielsen: 2.2999999999999998 Changes: Rate from 110 to 101													
REV- 4	M-F 9a-10a		M KLLY TDY-NBC	\$38.00	0	30	0	1	0	1	\$38.00	\$0.00	0.0
Target 200345 Index: 100, Nielsen: 1.6 Changes: Rate from 30 to 38													
REV- 5	M-F 10a-11a		TD-KL&HODA-NBC	\$23.00	0	30	0	1	0	1	\$23.00	\$0.00	0.0
Target 200345 Index: 97, Nielsen: 1.2 Changes: Rate from 10 to 23													
REV- 6	M-F 11:30a-12n		PAWN STARS-1	\$8.00	0	30	0	1	0	1	\$8.00	\$0.00	0.0
Target 200345 Index: 97, Nielsen: 0.6 Changes: Rate from 5 to 8													
REV- 7	M-F 12n-1p		FUNNY YOU-ASK/FUNNY-ASK B	\$8.00	0	30	0	1	0	1	\$8.00	\$0.00	0.0
Target 200345 Index: 96, Nielsen: 0.7 Changes: Rate from 5 to 8													
REV- 8	M-F 1p-2p		DAYS-OUR LIVES	\$30.00	0	30	0	1	0	1	\$30.00	\$0.00	0.0
Target 200345 Index: 99, Nielsen: 1.7 Changes: Rate from 20 to 30													
REV- 9	M-F 2p-3p		DATELINE MF	\$10.00	0	30	0	1	0	1	\$10.00	\$0.00	0.0
Target 200345 Index: 104, Nielsen: 0.9													
REV- 10	M-F 3p-4p		Pick & Ben	\$8.00	0	30	0	1	0	1	\$8.00	\$0.00	0.0
Target 200345 Index: 95, Nielsen: 0.9 Changes: Program from HARRY to Pick & Ben, Rate from 10 to 8													
REV- 11	M-F 4p-5p		DR. OZ	\$30.00	0	30	0	2	0	2	\$30.00	\$0.00	0.0
Target 200345 Index: 91, Nielsen: 1													

New # 26109



125 West 55th St
New York, NY 10019

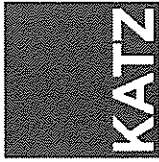
Contract # 26232194
CPE: 336/423/6303
Agency: STRATEGIC MEDIA SERVICES
1911 NORTH FT MYER DRIVE
SUITE 400
ARLINGTON, VA 20009

Changes as of: 10/26/2018 at 1:27 PM
Flight: 10/28/18 - 10/30/18
Advertiser: BUEHLER, KNUTE
Product: Candidate
Agency Order #: 7897567
Buyer: Osborne, TJ
Salesperson: SHEPARD RITZEN
215-567-7950

Version: Highlighting Revision 1
Station: KOB
Market: Medford-Ashland
Office: PHILADELPHIA
Service: Nielsen
Primary Demo: Adults 35+
Assistant: SHEPARD RITZEN
215-567-7950

Con Type: POLITICAL/NOTE
Total \$: \$3,682.00
Total Spots: 23
Total CPP: \$0.00
Total GRP:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/28 - 10/30				Total Spots	Total \$	CPP*	GRP*
							10/28	10/29	10/30					
REV- 12	M-F 5p-5:30p		NBC5 NEWS @ 5<	\$75.00	0	30	0	1	0	1	1	\$75.00	\$0.00	0.0
Target 200345 Index: 89, Nielsen: 2														
REV- 13	M-F 6p-6:30p		NBC5 NWS @6PM<	\$173.00	0	30	0	1	0	1	1	\$173.00	\$0.00	0.0
Target 200345 Index: 87, Nielsen: 2.8 Changes: Rate from 100 to 173														
REV- 14	M-F 6:30p-7p		NBC5 NWS @6PM<	\$173.00	0	30	0	1	0	1	1	\$173.00	\$0.00	0.0
Target 200345 Index: 89, Nielsen: 2.1 Changes: Rate from 100 to 173														
REV- 15	M-F 7p-7:30p		NBC5 YR PLC@7P<	\$115.00	0	30	0	1	0	1	1	\$115.00	\$0.00	0.0
Target 200345 Index: 97, Nielsen: 1.9 Changes: Rate from 75 to 115														
REV- 16	M-F 7:30p-8p		ACCESS<	\$80.00	0	30	0	1	0	1	1	\$80.00	\$0.00	0.0
Target 200345 Index: 100, Nielsen: 1.7 Changes: Rate from 50 to 80														
17	M 8p-10p		Voice	\$600.00	0	30	0	1	0	1	0	\$600.00	\$0.00	0.0
Target 200345 Index: 113, Nielsen: 6.4 Changes: Rate from 400 to 600														
REV- 18	M-F 11p-11:35p		NBC5 NWS @11PM<	\$75.00	0	30	0	1	0	1	1	\$75.00	\$0.00	0.0
Target 200345 Index: 107, Nielsen: 1.8 Changes: Rate from 50 to 75														
REV- 19	M-F 11:35p-12:35a		TONITE SHW-NBC<	\$45.00	0	30	0	2	0	2	1	\$45.00	\$0.00	0.0
Target 200345 Index: 103, Nielsen: 1 Changes: Rate from 40 to 45														
REV- 20	M-F 12:35a-1:37a		S. MEYERS-NBC<	\$20.00	0	30	0	1	0	1	1	\$20.00	\$0.00	0.0
Target 200345 Index: 105, Nielsen: 0.8 Changes: Rate from 25 to 20														
21	Tu 8p-9p		The Voice	\$675.00	0	30	0	0	0	1	1	\$675.00	\$0.00	0.0
Target 200345 Index: 109, Nielsen: 5.6 Changes: Rate from 450 to 675														
22	Tu 9p-10p		This is US	\$900.00	0	30	0	0	0	1	1	\$900.00	\$0.00	0.0
Target 200345 Index: 107, Nielsen: 3.1 Changes: Rate from 600 to 900														



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Contract # 26232194 Changes as of: 10/26/2018 at 1:27 PM Version: Highlighting Revision 1

CPE: 336/423/6303 Flight: 10/28/18 - 10/30/18 Station: KOB1 Con Type: POLITICAL/VOTE

Agency: STRATEGIC MEDIA Advertiser: BUEHLER, KNUTE Market: Medford-Ashland Total \$: \$3,682.00

1911 NORTH FT MYER Product: Candidate Office: PHILADELPHIA Total Spots: 23

SUITE 400 Agency Order #: 7897567 Service: Nielsen Total CPP: \$0.00

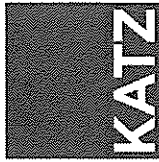
ARLINGTON, VA Buyer: Osborne, TJ Primary Demo: Adults 35+ Total GRP:

20009 Salesperson: SHEPARD RITZEN Assistant: SHEPARD RITZEN 215-567-7950

Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/28 - 10/30					Total Spots	Total \$	CPP*	GRP*
							10/28	10/29	10/30						
23	Tu 10p-11p		New Amsterdam	\$450.00	0	30	0	0	1			1	\$450.00	\$0.00	0.0
TOTALS:							0	1	22						
							23						\$3,682.00	\$0.00	0.0

Target 200345 Index: 102, Nielsen: 4.5999999999999996
Changes: Program from MAKING IT-NBC to New Amsterdam, Rate from 300 to 450



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Agency: STRATEGIC MEDIA Advertiser: BUEHLER, KNUTE Market: Medford-Ashland
1911 NORTH FT MYER Product: Candidate Office: PHILADELPHIA
DRIVE Agency Order #: 7897567 Service: Nielsen
SUITE 400 Buyer: Osborne, TJ Primary Demo: Adults 35+
ARLINGTON, VA Salesperson: SHEPARD RITZEN Assistant: SHEPARD RITZEN
20009 215-567-7950
Separation:

Con Type: POLITICAL/VOTE
Total \$: \$3,682.00
Total Spots: 23
Total CPP: \$0.00
Total GRP:

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/26/18 1:27 PM	SHEPARD RITZEN	corrected rates & cut back 25x to balance.
10/26/18 1:27 PM	SHEPARD RITZEN	corrected rates & cut back 25x to balance.

Competitive Information	
Market Budget: \$21,659	
KOB Share: 17%	
Comment: est share	
Unknown: 83%	

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	23	\$3,682.00	N/A
Total	100%	23	\$3,682.00	N/A

Monthly Summary		
Month	Spots	Dollars
2018-Oct	0	\$0.00
2018-Nov	23	\$3,682.00
Total	23	\$3,682.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot-
Queued for Electronic Contracting	10/26/18 1:28 PM				
Revision	10/26/18 1:27 PM	SHEPARD RITZEN	Revised		
New	10/26/18 11:33 AM	SHEPARD RITZEN	New	48	

Transaction History		
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Daypart Summary		
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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

Station and Location: <u>KOB TV NBC 5</u>	Date: <u>10/26/18</u>
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I, Ben Rheault,

being/on behalf of: Knute Buehler,

a legally qualified candidate of the Republican

political party for the office of: Governor

in the General

election to be held on: 11/6/18

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

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

Knute for Governor

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:

Dana Billingsley

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

12/13/17

Date

Benjamin Rheault

Signature

Digitally signed by Benjamin Rheault
DN: cn=Benjamin Rheault, o, ou, email=brheault@strategicmediaservices.com, c=US
Date: 2016.06.06 10:41:27 -0400

To Be Signed By Station Representative

☒ **Accepted**


Signature

☐ **Accepted in Part**

Connie Eaton
Printed Name

☐ **Rejected**

AKM
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, Ben Rheault

(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.

Benjamin Rheault

Digitally signed by Benjamin Rheault
DN: cn=Benjamin Rheault, o, ou, email=brheault@strategicmediaservices.com, c=US
Date: 2016.09.06 10:41:48 -04'00'

signature of candidate or authorized committee

Ben Rheault

printed name

12/13/17

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

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.