

ORDER



WQRF Rockford, IL

Orders	Order / Rev:	<u>1439242</u>	
	Alt Order #:	<u></u>	
	Product Desc:	<u>HOME RULE</u>	
	Estimate:	<u></u>	
	Flight Dates:	<u>03/18/18 - 03/18/18</u>	Primary AE: <u>WQRF Local House</u>
	Original Date / Rev:	<u>03/13/18 / 03/13/18</u>	Sales Office: <u>L-ROK</u>
	Order Type:	<u>REG</u>	Sales Region: <u>Loc</u>

Agency	Name:	<u>KMK Media</u>	
	Buying Contact:	<u></u>	Billing Type: <u>Cash</u>
	Billing Contact:	<u>LORI WALLACE</u>	Billing Calendar: <u>Broadcast</u>
		<u>716 N Church St</u>	Billing Cycle: <u>EOM/EOC</u>
		<u>Rockford, IL 61103-</u>	Agency Commission: <u>15%</u>

Advertiser	Name:	<u>POL/Rockford for Home Rule</u>	New Business Thru: <u></u>
	Demographic:	<u>HH</u>	Order Separation: <u>00:15:00</u>
	Product Codes:	<u>PL2</u>	Advertiser External ID: <u></u>
	Priority:	<u>P5</u>	Agency External ID: <u></u>
	Revenue Code 1:	<u>AGY</u>	Unit Code: <u>General</u>
	Revenue Code 2:	<u>POL</u>	
	Revenue Code 3:	<u>POL-ISS</u>	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/18	03/18/18	1	\$250.00	\$212.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
March 2018	1	\$250.00	\$212.50	0.00
Totals	1	\$250.00	\$212.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WQRF Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WQRF	03/18/18	03/18/18	LN Su	CM	LN Su	-----1	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
Eyewitness News @ 9 Sun															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	03/12/18	03/18/18	-----1		1				\$250.00		0.00			
Totals														1	\$250.00

Charlene Whiteside

From: Lori Wallace <lori@KMKMEDIA.COM>
Sent: Tuesday, March 13, 2018 3:47 PM
To: Nicholas Capriola
Cc: Charlene Whiteside; Lori Wallace
Subject: RE: Political Rates-Window

Importance: High

Hi Nicholas,

Rockford for Home Rule has approved the media plan below as Phase 3. Please use the current spots running in rotation.

Do you want to pick up a check tomorrow or have us drop it in the mail?

Thanks.

WTVO 17

- Political window, March 2018
- 30-second spots
- Political rates are leveled - Quote is based on a Level 4 rate

1439228

Eyewitness News @ 10pm

- March 18	P4	10-10:35pm	Su	1 spots/day	1 spots/wk	\$300.00	\$300.00
					10		
					2	total/spots	\$300.00
Total News @ 10p -		\$300.00					

FOX 39

- Political window, March 2018
- 30-second spots
- Political rates are leveled - Quote is based on a Level 4 rate

1439242

Eyewitness News @ 9pm

- March 18	P4	9-9:30pm	Su	1 spots/day	1 spots/wk	\$250.00	\$250.00
					10		
					2	total/spots	\$250.00
Total News @ 9p -		\$250.00					

Lori Wallace
d: 779-221-3766
p: 815-399-2805
f: 815-399-1726
w: www.kmkmedia.com