

# ORDER



WQRF Rockford, IL

**Orders**  
**Order / Rev:** 1439242  
**Alt Order #:**  
**Product Desc:** HOME RULE  
**Estimate:**  
**Flight Dates:** 03/18/18 - 03/18/18  
**Original Date / Rev:** 03/13/18 / 03/13/18  
**Order Type:** REG

**Primary AE:** WQRF Local House  
**Sales Office:** L-ROK  
**Sales Region:** Loc

**Agency Name:** KMK Media  
**Buying Contact:**  
**Billing Contact:** LORI WALLACE  
 716 N Church St  
 Rockford, IL 61103-

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Rockford for Home Rule  
**Demographic:** HH  
**Product Codes:** PL2  
**Priority:** P5  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**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
<b>Totals</b>	<b>1</b>	<b>\$250.00</b>	<b>\$212.50</b>	<b>0.00</b>

**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								
													<b>Totals</b>	<b>1</b>	<b>\$250.00</b>

## Charlene Whiteside

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**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](http://www.kmkmedia.com)