

ORDER



WQRF Rockford, IL

Orders
Order / Rev: 1248073
Alt Order #: 25768370
Product Desc: CITIZENS FOR RAUNER
Estimate: 2110
Flight Dates: 10/30/17 - 11/05/17
Original Date / Rev: 10/26/17 / 10/26/17
Order Type: REG

Primary AE: Millennium Los Angeles
Sales Office: M-LA
Sales Region: Nat

Agency
Name: Target Enterprises
Buying Contact:
Billing Contact:
 15260 Ventura Boulevard
 Sherman Oaks, CA 91403

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

Advertiser
Name: POL/Bruce Rauner/Governor/Illinois/L
Demographic: HH
Product Codes: PL14
Priority: P5
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN4746
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/30/17	11/05/17	33	\$4,175.00	\$3,548.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2017	33	\$4,175.00	\$3,548.75	0.00
Totals	33	\$4,175.00	\$3,548.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Los Angeles			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WQRF Rockford, IL	17%	\$4,175.00
Market	100%	\$24,558.82

Competitive Share

	Share	Total
ABR	0%	\$0.00
CABLE	0%	\$0.00
ETVO	0%	\$0.00
UNKWN	58%	\$14,244.12
WIFR	0%	\$0.00
WREX	0%	\$0.00
WTVO	25%	\$6,139.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WQRF	10/30/17	11/03/17	M-F 11a-12p Judge Mathis	CM	M-F 11a-12p	MTWTF--	:30	10	\$25.00	P5	0.00	NM	10	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/17	11/05/17	MTWTF--			10		\$25.00		0.00				
2	WQRF	10/30/17	11/03/17	M-F 3p-4p Maury	CM	M-F 3p-4p	MTWTF--	:30	10	\$25.00	P5	0.00	NM	10	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/17	11/05/17	MTWTF--			10		\$25.00		0.00				

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 Flight Dates: 10/30/17 - 11/05/17

Advertiser: POL/Bruce Rauner/Governor/Illinois/Den
 Product Desc: CITIZENS FOR RAUNER
 Estimate: 2110

WQRF Rockford, IL

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WQRF	10/30/17	11/03/17	M-F 6p-7p BIG BANG THEORY	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	MTWTF--	:30	5	\$150.00	P5	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/30/17	11/05/17	MTWTF--		5			\$150.00			0.00			
5	WQRF	10/30/17	11/03/17	LN M-F LATE NEWS	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	MTWTF--	:30	5	\$175.00	P5	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/30/17	11/05/17	MTWTF--		5			\$175.00			0.00			
7	WQRF	11/04/17	11/04/17	College Football Prime NCAA FB PRIME	CM	6:30 PM-10:00 PM (6:30 PM-10:00 PM)	-----1-	:30	1	\$50.00	P5	0.00	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:	10/30/17	11/05/17	-----1-		1			\$50.00			0.00			
8	WQRF	11/05/17	11/05/17	NFL Early Game NFL NOON GAME	CM	12:00 PM-3:30 PM (12:00 PM-3:30 PM)	-----2	:30	2	\$1,000.00	P5	0.00	NM	2	\$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:	10/30/17	11/05/17	-----2		2			\$1,000.00			0.00			
Totals														33	\$4,175.00

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25788370 Changes as of: 10/25/2017 at 6:24 PM Version: Current State Version 2

CPE: //2110 Flight: 10/30/17 - 11/5/17 Station: WGRF
Agency: TARGET ENTERPRISES Advertiser: CITIZENS FOR RAUNER Market: Rockford
15260 VENTURA BLVD Product: CITIZENS FOR RAUNER Office: LOS ANGELES
SUITE 1240 SHERMAN
OAKS CA 91403

Agency Order #: Buyer: MEREDITH MARCUS
Salesperson: MARK DEUTSCH 323-966-5272
Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
Assistant: Margaret Barajas 323-966-5001
Total GRP: 83.4
Traffic #: 1248073
Separation:

Comments: Removed 5x M-F Big Bang Theory 6:30P-7:00P and Sat 1x Big Bang Theory 9:30PM-10:00PM. New Total \$4,175

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/30	10/30 - 10/30	Total Spots	Total \$	CPP	GRP
CAN 4	M-F 6:30P-7P		BIG-BANG-THEORY	\$150.00	3-5	30	5		5	\$750.00	\$41.67	48.0
CAN 7	9:30P-10P		BIG-BANG-THEORY	\$75.00	2-9	30	4		4	\$300.00	\$37.50	2.0
TOTALS: 33										\$4,175.00	\$50.06	83.4

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25768370	Changes as of: 10/25/2017 at 6:24 PM	Version: Current State Version 2
CPE: //2110	Flight: 10/30/17 - 11/5/17	Total \$: \$4,175.00
Agency: TARGET ENTERPRISES	Advertiser: CITIZENS FOR RAUNER	Market: Rockford
15280 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403	Product: CITIZENS FOR RAUNER	Office: LOS ANGELES
Agency Order #:	Buyer: MEREDITH MARCUS	Primary Demo: Adults 35+
Salesperson: MARK DEUTSCH	323-966-5272	Con Type: POLITICAL/VOTE
		Assistant: Margaret Barajas
		323-966-5001
		Total GRP: 83.4
		Traffic #: 1248073
		Separation:
		Total Spots: 33
		Total CPP: \$50.06

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
10/25/17 6:24 PM	KATHERINE LEHNE	Removed 5x M-F Big Bang Theory 6:30P-7:00P and Sat 1x Big Bang Theory 9:30PM-10:00PM. New Total \$4,175
10/10/17 9:37 AM	Charlene Whiteside	LINE 5 - BOOKED PROGRAM CHANGE 11/4 TO NCAA FOOTBALL IN PRIME 630P-10P NCIR

Competitive Information	
Market Budget:	\$24,559
WGRF Share:	17%
Comment:	APPROXIMATE SHARES/EXACT SHARES TO FOLLOW
WTVQ:	25%
Unknown:	58%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	33	\$4,175.00	\$50.06	83.4
Total	100%	33	\$4,175.00	\$50.06	83.4

Monthly Summary		
Month	Spots	Dollars
2017-Nov	33	\$4,175.00
Total	33	\$4,175.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	10/25/17 6:24 PM	KATHERINE LEHNE	Revised		6	\$-825.00
Makegood 1	10/10/17 9:37 AM	Charlene Whiteside	Sent To Rep			\$0
Queued for Electronic Contracting	10/10/17 8:14 AM					\$0
New	10/9/17 5:41 PM	Margaret Barajas	Confirmed	39		\$5,000.00
						\$5,000.00

Changes: Total Spots from 39 to 33, Calculated Dollars from \$5,000.00 to \$4,175.00, Total GRPs from 103.4 to 83.4, Total CPP from \$48.36 to \$50.06, Competitive Market Budget from \$29,412 to \$24,559, Total \$ from \$5,000.00 to \$4,175.00, User Entered \$ from \$5,000.00 to \$4,175.00, Comments from to Removed 5x M-F Big Bang Theory 6:30P-7:00P and Sat 1x Big Bang Theory 9:30PM-10:00PM. New Total \$4,175.2

Non-Discrimination Policy
PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS 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.