

# 240568

# Station Order

## Yes on 56-Save Lives California

**Market:** Chico

Estimate ID

**Flight Dates:** Monday, October 17, 2016 to Monday, October 24, 2016

445

**Contact:** Terri Wilcox**Phone:** 530-243-7777**Email:** twilcox@bontencalifornia.com**Fax:** 530-243-0217**Direct:****KRCR-TV**

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Total
				Oct 17	Oct 18	Oct 19	Oct 20	Oct 21	Oct 22	Oct 23	Oct 24	
KRCR 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$400.00 <b>\$3,200.00</b>	1	1	1	1	1	1	1	1	8
Good Morn America 7:00 AM 9:00 AM	EM	M-F 30	\$400.00 <b>\$4,000.00</b>	2	2	2	2	1			1	10
The View 10:00 AM 11:00 AM	DT	M-F 30	\$120.00 <b>\$120.00</b>					1				1
Judge Judy 4:00 PM 5:00 PM	EF	M-F 30	\$150.00 <b>\$900.00</b>	1	1	1	1	1			1	6
KRCR 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$700.00 <b>\$4,200.00</b>	1	1	1	1	1			1	6
KRCR 6:30p News 6:30 PM 7:00 PM	EN	M-F 30	\$700.00 <b>\$4,200.00</b>	1	1	1	1	1			1	6
KRCR 11p News 11:00 PM 11:35 PM	LN	M-F 30	\$250.00 <b>\$3,000.00</b>	2	2	2	2	2			2	12
Ent Tonight 7:00 PM 7:30 PM	PA	M-F 30	\$120.00 <b>\$240.00</b>		1						1	2
<b>Station Gross Totals</b>			<b>\$19,860.00</b>	<b>8</b>	<b>9</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>1</b>	<b>1</b>	<b>8</b>	<b>51</b>
<b>Station Net</b>			<b>\$16,881.00</b>									

Mary Wittemyer

**BlueWest Media**

5130 E. 18th Ave., Denver, CO 80220

Date/Time Sent: 10/13/2016 10:59:49 AM

KRCR-TV

Page 1 of 1

mary@bluewestmedia.com



KRCR TV  
755 Auditorium Drive  
Redding, CA 96001

BlueWest Media  
5130 E 18th Ave  
Denver, CO 80220

## Contract # 240568

### Schedule Dates

10/17/16-10/24/16

### Advertiser

Yes On 56 - Save Lives California (10426)

### Agency

BlueWest Media (3427)

### Product

Issue Advertising (1119)

### Brand

KRCR EST 445 (104007)

### Salesperson

Wilcox, Terri (1235)

### Sales Office

KRCR

### Buyer Name

Wittmyer, Mary

### Phone/Fax

(303) 641-4330 /

### CPE

445

### Account Types

Local/Political Issue

### Billing Type

Standard

### Comments

Date Entered 10/13/16

Last Modified 10/14/16

Entered By Terri Wilcox

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$2,979.00

Net Total \$16,881.00

Sales Tax

### Redding ABC (KRCR)

By Broadcast Month Spots Rate

Oct. 2016 51 \$19,860.00

Grand Total: 51 \$19,860.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/17/16-10/21/16	1	:30	5:58A- NEWS CH 7: DAYBREAK 6 AM	1	1	1	1	1	1			5	\$400.00	\$2,000.00	Redding ABC (KRCR)		10/13/16
2.0	Normal Line / SPOT	10/24/16-10/24/16	1	:30	5:58A- NEWS CH 7: DAYBREAK 6 AM	1	X							1	\$400.00	\$400.00	Redding ABC (KRCR)		10/13/16
3.0	Normal Line / SPOT	10/17/16-10/20/16	1	:30	7A- GOOD MORNING AMERICA	2	2	2	2	2				8	\$400.00	\$3,200.00	Redding ABC (KRCR)		10/13/16
4.0	Normal Line / SPOT	10/21/16-10/21/16	1	:30	7A- GOOD MORNING AMERICA	1					X			1	\$400.00	\$400.00	Redding ABC (KRCR)		10/13/16
5.0	Normal Line / SPOT	10/24/16-10/24/16	1	:30	7A- GOOD MORNING AMERICA	1	X							1	\$400.00	\$400.00	Redding ABC (KRCR)		10/13/16
6.0	Normal Line / SPOT	10/21/16-10/21/16	1	:30	10A- THE VIEW	1					X			1	\$120.00	\$120.00	Redding ABC (KRCR)		10/13/16
7.0	Normal Line / SPOT	10/17/16-10/19/16	1	:30	4P- JUDGE JUDY 1ST RUN	1	1	1	1					3	\$150.00	\$450.00	Redding ABC (KRCR)		10/13/16
8.0	Normal Line / SPOT	10/20/16-10/21/16	1	:30	4:30P- JUDGE JUDY 2ND RUN					1	1			2	\$150.00	\$300.00	Redding ABC (KRCR)		10/13/16
9.0	Normal Line / SPOT	10/24/16-10/24/16	1	:30	4P- JUDGE JUDY 1ST RUN	1	X							1	\$150.00	\$150.00	Redding ABC (KRCR)		10/13/16
10.0	Normal Line / SPOT	10/17/16-10/18/16	1	:30	4:59P- NEWS CH 7 AT 5 PM	1	1	1						2	\$700.00	\$1,400.00	Redding ABC (KRCR)		10/13/16

## CONFIRMATION CONTRACT

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

Accepted Station:

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

Comments:

Bonten Media and its stations do not discriminate in advertising contracts on the basis of race, ethnicity or gender. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, ethnicity or gender, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.

# Contract # 240568

Schedule Dates

Advertiser

Agency

Product

Brand

Salesperson

Sales Office

Buyer Name

Phone/Fax

CPE

Account Types

Billing Type

Comments

10/17/16-10/24/16

Yes On 56 - Save Lives California (10426)

BlueWest Media (3427)

Issue Advertising (1119)

KRCR EST 445 (104007)

Wilcox, Terri (1235)

KRCR

Wittermyer, Mary

(303) 641-4330 /

445

Local/Political Issue

Standard

Date Entered

Last Modified

Entered By

CO-OP

Headline #

Demo

Order Type

Package Deal

Commission %

Commission

Net Total

Sales Tax

## Redding ABC (KRCR)

By Broadcast Month

Oct. 2016

Grand Total:

Spots

Rate

10/13/16

10/14/16

Terri Wilcox

No

Normal

15.00

\$2,979.00

\$16,881.00

**Bonten**  
California  
755 Auditorium Drive  
Redding, CA 96001

BlueWest Media  
5130 E 18th Ave  
Denver, CO 80220

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT	10/19/16-10/19/16	1	:30	5P- NEWS CH 7 AT 5 PM	1			X					1	\$700.00	\$700.00	Redding ABC (KRCR)		10/13/16
12.0	Normal Line / SPOT	10/20/16-10/21/16	1	:30	4:59P- NEWS CH 7 AT 5 PM					1	1			2	\$700.00	\$1,400.00	Redding ABC (KRCR)		10/13/16
13.0	Normal Line / SPOT	10/24/16-10/24/16	1	:30	4:59P- NEWS CH 7 AT 5 PM	1	X							1	\$700.00	\$700.00	Redding ABC (KRCR)		10/13/16
14.0	Normal Line / SPOT	10/17/16-10/18/16	1	:30	6:28P- NEWS CH 7 AT 6:30 PM		1	1						2	\$700.00	\$1,400.00	Redding ABC (KRCR)		10/13/16
15.0	Normal Line / SPOT	10/20/16-10/21/16	1	:30	6:28P- NEWS CH 7 AT 6:30 PM					1	1			2	\$700.00	\$1,400.00	Redding ABC (KRCR)		10/13/16
16.0	Normal Line / SPOT	10/24/16-10/24/16	1	:30	6:28P- NEWS CH 7 AT 6:30 PM	1	X							1	\$700.00	\$700.00	Redding ABC (KRCR)		10/13/16
17.0	Normal Line / SPOT	10/17/16-10/21/16	1	:30	10:59P- NEWS CH 7 AT 11 PM		2	2	2	2	2			10	\$250.00	\$2,500.00	Redding ABC (KRCR)		10/13/16
18.0	Normal Line / SPOT	10/24/16-10/24/16	1	:30	10:59P- NEWS CH 7 AT 11 PM	2	X							2	\$250.00	\$500.00	Redding ABC (KRCR)		10/13/16
19.0	Normal Line / SPOT	10/18/16-10/18/16	1	:30	7P- ENTERTAINMENT TONIGHT	1		X						1	\$120.00	\$120.00	Redding ABC (KRCR)		10/13/16
20.0	Normal Line / SPOT	10/24/16-10/24/16	1	:30	7P- ENTERTAINMENT TONIGHT	1	X							1	\$120.00	\$120.00	Redding ABC (KRCR)		10/13/16

## CONFIRMATION CONTRACT

Accepted Station:	Date:	Comments:
Accepted Station:	Date:	Comments:

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KRCR TV  
755 Auditorium Drive  
Redding, CA 96001

BlueWest Media  
5130 E 18th Ave  
Denver, CO 80220

## Contract # 240568

Schedule Dates 10/17/16-10/24/16  
Advertiser Yes On 56 - Save Lives California (10426)  
Agency BlueWest Media (3427)  
Product Issue Advertising (1119)  
Brand KRCR EST 445 (104007)  
Salesperson Wilcox, Terri (1235)  
Sales Office KRCR  
Buyer Name Wittermyer, Mary  
Phone/Fax (303) 641-4330 /  
CPE 445  
Account Types Local/Political Issue  
Billing Type Standard  
Comments

Date Entered 10/13/16  
Last Modified 10/14/16  
Entered By Terri Wilcox  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$2,979.00  
Net Total \$16,881.00  
Sales Tax

## Redding ABC (KRCR)

By Broadcast Month Spots Rate  
Oct. 2016 51 \$19,860.00  
Grand Total: 51 \$19,860.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
21.0	Normal Line / SPOT	10/22/16-10/22/16	1	:30	4:30P- NEWS CH.7 SPECIAL EDITION	1						X		1	\$400.00	\$400.00	Redding ABC (KRCR)	makegood for KRCR News 6a Sat 10/22	10/14/16
22.0	Normal Line / SPOT	10/23/16-10/23/16	1	:30	5:27P- NEWS CH 7 AT 5:30 PM	1							X	1	\$400.00	\$400.00	Redding ABC (KRCR)	makegood for KRCR News 6a Sun 10/23	10/14/16
23.0	Normal Line / SPOT	10/23/16-10/23/16	1	:30	6P- WORLD NEWS: SUNDAY	1							X	1	\$700.00	\$700.00	Redding ABC (KRCR)	makegood for KRCR News 6:30p 10/19	10/14/16

## CONFIRMATION CONTRACT

Accepted Station:

Date:

Accepted Station:

Date:

Comments:

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KAEF TV Channel 23  
755 Auditorium Drive  
Redding, CA 96001

## Contract # 240561

### Schedule Dates

10/17/16-10/24/16

### Advertiser

Yes On 56 - Save Lives California (10426)

### Agency

BlueWest Media (3427)

### Product

Issue Advertising (1119)

### Brand

KAEF EST 445 (104002)

### Salesperson

Wilcox, Terri (1235)

### Sales Office

KRCR

### Buyer Name

Wittermyer, Mary

### Phone/Fax

(303) 641-4330 /

### CPE

445

### Account Types

Local/Political Issue

### Billing Type

Standard

### Comments

Date Entered 10/13/16  
Last Modified 10/14/16  
Entered By Terri Wilcox  
CO-OP No  
Headline #  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$875.25  
Net Total \$4,959.75  
Sales Tax

### Eureka ABC (KAEF)

By Broadcast Month  
Oct. 2016 74 \$5,835.00  
Grand Total: 74 \$5,835.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/18/16-10/20/16	1	:30	10:59P- NORTH COAST NEWS AT 11PM	1		1		1				2	\$150.00	\$300.00	Eureka ABC (KAEF)		10/13/16
2.0	Normal Line / SPOT	10/24/16-10/24/16	1	:30	10:59P- NORTH COAST NEWS AT 11PM	1	X							1	\$150.00	\$150.00	Eureka ABC (KAEF)		10/13/16
3.0	Normal Line / SPOT	10/17/16-10/17/16	1	:30	7P- WHEEL OF FORTUNE	1	X							1	\$250.00	\$250.00	Eureka ABC (KAEF)		10/13/16
4.0	Normal Line / SPOT	10/19/16-10/19/16	1	:30	10P- WHEEL OF FORTUNE	1		X						1	\$250.00	\$250.00	Eureka ABC (KAEF)		10/13/16
5.0	Normal Line / SPOT	10/21/16-10/21/16	1	:30	7P- WHEEL OF FORTUNE	1					X			1	\$250.00	\$250.00	Eureka ABC (KAEF)		10/13/16
6.0	Normal Line / SPOT	10/18/16-10/18/16	1	:30	7:30P- JEOPARDY	1	X							1	\$250.00	\$250.00	Eureka ABC (KAEF)		10/13/16
7.0	Normal Line / SPOT	10/20/16-10/20/16	1	:30	7:30P- JEOPARDY	1				X				1	\$250.00	\$250.00	Eureka ABC (KAEF)		10/13/16
8.0	Normal Line / SPOT	10/24/16-10/24/16	1	:30	7:30P- JEOPARDY	1	X							1	\$250.00	\$250.00	Eureka ABC (KAEF)		10/13/16
9.0	Normal Line / SPOT	10/17/16-10/21/16	1	:30	5:58A- DAYBREAK ON KAEF 6A	2	2	2	2	2	2			10	\$40.00	\$400.00	Eureka ABC (KAEF)		10/13/16
10.0	Normal Line / SPOT	10/24/16-10/24/16	1	:30	5:58A- DAYBREAK ON KAEF 6A	2	X							2	\$40.00	\$80.00	Eureka ABC (KAEF)		10/13/16
11.0	Normal Line / SPOT	10/17/16-10/21/16	1	:30	7A- GOOD MORNING AMERICA	3	3	3	3	3	3			15	\$50.00	\$750.00	Eureka ABC (KAEF)		10/13/16

## CONFIRMATION CONTRACT

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

Accepted Station:

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

Comments:

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## Terri Wilcox

# 240568

**From:** Terri Wilcox  
**Sent:** Friday, October 14, 2016 11:29 AM  
**To:** Mary Wittemyer (mary@bluewestmedia.com)  
**Subject:** Makegoods KRCR - Est 445

Ok, last one I promise....  
The below line will not place due to program changes.  
Please let me know if these makegoods are accepted.

KRCR  
KRCR 6a News 6-7am Sat 10/22 & Sun 10/23 - \$400 each  
Move into Sat 4:30pm KRCR Spec Edition News – Sat 10/22 - \$400  
And KRCR News @ 5:30p Sun 10/23 - \$400.

**OR**

Double up in the KRCR 6am News 6-7am M-F - \$400 each.

KRCR 6:30P News – 10/19 - \$700  
Move into ABC World News Sunday 6-6:30p 10/23 Sun - \$700

*Terri*

Terri Wilcox  
KRCR ABC 7 / KCVU FOX 20  
TV/Digital Account Executive  
Bonten California  
[twilcox@bontencalifornia.com](mailto:twilcox@bontencalifornia.com)  
O-530-722-6429 – C-530-945-5575



Supplying services to Esteem Broadcasting KCVU/KBVU pursuant to a shared services agreement

Supplying services to Esteem Broadcasting KCVU/KBVU Pursuant to a Shared Services Agreement

## Terri Wilcox

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**From:** Mary Wittemyer <mary@bluewestmedia.com>  
**Sent:** Friday, October 14, 2016 12:16 PM  
**To:** Terri Wilcox  
**Subject:** RE: Makegoods KCVU - Est 445

Makegoods all ok

Mary Wittemyer

BlueWest media

MEDIA BUYING

[www.bluewestmedia.com](http://www.bluewestmedia.com)

303.641.4330

**From:** Terri Wilcox [mailto:twilcox@bontencalifornia.com]  
**Sent:** Friday, October 14, 2016 1:11 PM  
**To:** Mary Wittemyer <mary@bluewestmedia.com>  
**Subject:** RE: Makegoods KCVU - Est 445

Thank you Mary – Have you had a chance to look at the other two makegood emails I sent for approval?

Also, checks arrived today! Thank you.  
Terri

**From:** Mary Wittemyer [mailto:mary@bluewestmedia.com]  
**Sent:** Friday, October 14, 2016 11:16 AM  
**To:** Terri Wilcox <twilcox@bontencalifornia.com>  
**Subject:** RE: Makegoods KCVU - Est 445

approved

Mary Wittemyer

BlueWest media

MEDIA BUYING

[www.bluewestmedia.com](http://www.bluewestmedia.com)

303.641.4330

**From:** Terri Wilcox [mailto:twilcox@bontencalifornia.com]  
**Sent:** Friday, October 14, 2016 12:15 PM