

## ORDER



WQRF Rockford, IL

**Orders**  
**Order / Rev:** 1400452  
**Alt Order #:** 25889338  
**Product Desc:** BKINZ  
**Estimate:** 5767  
**Flight Dates:** 02/09/18 - 02/12/18  
**Original Date / Rev:** 02/07/18 / 02/07/18  
**Order Type:** REG

**Primary AE:** Millennium Washington, DC  
**Sales Office:** M-WAS  
**Sales Region:** Nat

**Agency**  
**Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 210 West Pennsylvania Avenue  
 Towson, MD 21204

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

**Advertiser**  
**Name:** POL/Adam Kinzinger/US Congress/Re  
**Demographic:** A35+  
**Product Codes:** PL12  
**Priority:** P5  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:** IN2570/SP271/TO1326/AL2874/MO967  
**Unit Code:** General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/29/18	02/12/18	3	\$475.00	\$403.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
February 2018	3	\$475.00	\$403.75	0.00
<b>Totals</b>	<b>3</b>	<b>\$475.00</b>	<b>\$403.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington, DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WQRF Rockford, IL	25%	\$475.00
Market	100%	\$1,900.00

Competitive Share	Share	Total
ABR	0%	\$0.00
CABLE	0%	\$0.00
ETVO	0%	\$0.00
UNKWN	0%	\$0.00
WIFR	17%	\$323.00
WREX	39%	\$741.00
WTVO	19%	\$361.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WQRF	02/10/18	02/10/18	LN Sa LATE NEWS	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	-----S-	:30	1	\$125.00	P5	0.00	NM	1	\$125.00
Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		02/05/18	02/11/18	-----S-			1			\$125.00		0.00			
N 2	WQRF	02/09/18	02/09/18	LN M-F LATE NEWS	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	----F--	:30	1	\$175.00	P5	0.00	NM	1	\$175.00
Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Order / Rev: 1400452  
 Alt Order #: 25889338  
 Flight Dates: 02/09/18 - 02/12/18

Advertiser: POL/Adam Kinzinger/US Congress/Rep/  
 Product Desc: BKINZ  
 Estimate: 5767

WQRF Rockford, IL

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/05/18	02/11/18	----F--	1		\$175.00		0.00						
N 3	WQRF	02/12/18	02/12/18	LN M-F LATE NEWS	CM	9:00 PM-9:30 PM (9:00 PM-9:30 PM)	M-----	:30	1	\$175.00	P5	0.00	NM	1	\$175.00
		Late News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		02/12/18	02/18/18	M-----	1		\$175.00		0.00						
													Totals	3	\$475.00



# KATZ TELEVISION GROUP

125 West 56th St  
New York, NY 10019

Contract # 25889338	Changes as of: 2/7/2018 at 2:04 PM	Version: Current State Version 1
CPE: 49/5/5/67	Flight: 2/9/18 - 2/12/18	Total \$: \$475.00
Agency: MENTZER MEDIA	Advertiser: KINZINGER, ADAM	Total Spots: 3
SERVIC	Product: BKINZ	Total CPP: \$35.19
210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	Agency Order #: 7027457	Total GRP: 13.5
	Buyer: Hewes, Ally	Separation:
	Salesperson: BRADLEY PHILIPPS	
	202-955-5342	
	Primary Demo: Adults 35+	
	Con Type: POLITICAL/VOTE	
	Assistant: BRADLEY PHILIPPS	
	202-955-5342	

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	ASCP Rating	Len	2/9	2/10	2/11	2/12	Total Spots	Total \$	CPP*	GRP*
1	Sa 9p-9:30p		Late News	\$125.00	4.1	30	0	1	0	0	1	\$125.00	\$30.49	4.1
2	F-M-Th 9p-9:30p		Late News	\$175.00	4.7	30	1	0	0	1	2	\$350.00	\$37.23	9.4
TOTALS: 1 1 0 0 1											3	\$475.00	\$35.19	13.5

# 1400452



# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 25889338	Changes as of: 2/7/2018 at 2:04 PM	Version: Current State Version 1
CPE: 49/57/5767	Flight: 2/9/18 - 2/12/18	Total \$: \$475.00
Agency: MENTZER MEDIA SERVIC	Advertiser: KINZINGER, ADAM	Total Spots: 3
210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	Product: BKINZ	Office: WASHINGTON
Agency Order #: 7027457	Buyer: Hewes, Ally	Primary Demo: Adults 35+
Salesperson: BRADLEY PHILLIPS	202-955-5342	Con Type: POLITICAL/VOTE
		Assistant: BRADLEY PHILLIPS
		202-955-5342
		Separation:
		Total CPM: \$35.19
		Total GRP: 13.5

## Special Instructions

Date/Time	Added by	Comment
02/07/18 2:04 PM	BRADLEY PHILLIPS	Separation: 30

## Competitive Information

Market Budget: \$1,900
WQRF Share: 25%
Comment:
WFR: 17%
WREX: 39%
WTVO: 19%

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	3	\$475.00	\$35.19	13.5
Total	100%	3	\$475.00	\$35.19	13.5

Month	Spots	Dollars
2018-Feb	3	\$475.00
Total	3	\$475.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	2/7/18 2:44 PM					\$0
New	2/7/18 2:04 PM	BRADLEY PHILLIPS	New	3		\$475.00

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.
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