



ENTERED
10/24/16

KATZ TELEVISION
GROUP

125 West 55th St
New York, NY 10019

> Revised to weekends 10/21/16

Contract # 25261533	Changes as of: 10/24/2016 at 1:44 PM	Version: Highlighting Revision 3
CPE: //1031	Flight: 10/3/16 - 11/13/16	Station: KNVN
Agency: GCW MEDIA SERVICES GCW MEDIA SERVICES 417 W FOOTHILL BLVD #B- 221 GLENDORA CA 91741	Advertiser: No on 56	Market: Chico
	Product: Stop the Special Interest Tax Grab	Office: LOS ANGELES
Agency Order #:	Buyer: CINDY WINTON	Primary Demo: Adults 55+
Salesperson: BRUCE MARKS 323-966-5176	Assistant: SEAN ROHTLA 323-966-5177	Con Type: POLITICAL/VOTE
		Assistant: SEAN ROHTLA 323-966-5177
		Total \$: \$38,300.00
		Total Spots: 268
		Total CPP: \$0.00
		Total GRP:
		Traffic #: 38603
		Separation: Sep:15

Comments: revisions made 10/11

#	Day/Time	DP	Program	Rate	A55P Rating	Len	10/3 - 11/7							Total Spots	Total \$	CPP	GRP		
							10/3	10/10	10/17	10/24	10/31	11/7							
REV- 1	M-F 5a-7a	EM	KNVN NEWS @5AM/KNVN NEWS @ 6AM	\$90.00	0.0	30	2	0	2	0	3	0	0		4	\$360.00	\$0.00	0.0	
REV- 2	M-F 7a-9a	EM	TODAY SHOW	\$150.00	0.0	30	2	2	0	2	0	0	0		4	\$600.00	\$0.00	0.0	
REV- 3	M-Tu 7a-9a	EM	TODAY SHOW	\$150.00	0.0	30	0	0	0	0	0	1	0		0	\$0.00	\$0.00	0.0	
REV- 4	M-F 9a-10a	DY	KELLY&MICHAEL	\$120.00	0.0	30	2	0	2	0	3	0	0		4	\$480.00	\$0.00	0.0	
REV- 5	M-F 10a-11a	DY	TODAY SHOW 2	\$75.00	0.0	30	0	2	0	2	0	3	0		0	2	\$150.00	\$0.00	0.0
REV- 6	M-Tu 10a-11a	DY	TODAY SHOW 2	\$75.00	0.0	30	0	0	0	0	0	0	1		0	0	\$0.00	\$0.00	0.0
REV- 7	M-F 11a-12n	DY	TODAY SHOW 3	\$65.00	0.0	30	2	0	2	0	2	0	0		4	\$260.00	\$0.00	0.0	
REV- 8	M-F 12n-12:30p	DY	KNVN ACTION NEWS NOON	\$100.00	0.0	30	0	2	0	2	0	0	0		2	\$200.00	\$0.00	0.0	
REV- 9	M-Tu 12n-12:30p	DY	KNVN ACTION NEWS NOON	\$100.00	0.0	30	0	0	0	0	0	0	1		0	0	\$0.00	\$0.00	0.0
REV- 11	M-F 5p-5:30p	EN	KNVN NEWS NOW 5P	\$300.00	0.0	30	0	2	0	2	0	2	0		0	2	\$600.00	\$0.00	0.0
REV- 12	M 5p-5:30p	EN	KNVN NEWS NOW 5P	\$300.00	0.0	30	0	0	0	0	0	0	1		0	0	\$0.00	\$0.00	0.0
REV- 13	M-F 5:30p-6p	EN	KNVN NEWS NOW 530P	\$300.00	0.0	30	2	0	2	0	2	0	0		4	\$1,200.00	\$0.00	0.0	
REV- 14	M-F 6p-6:30p	EN	KNVN NEWS 6PM	\$250.00	0.0	30	0	2	0	2	0	0	0		2	\$500.00	\$0.00	0.0	
REV- 15	M 6p-6:30p	EN	KNVN NEWS 6PM	\$250.00	0.0	30	0	0	0	0	0	0	1		0	0	\$0.00	\$0.00	0.0
REV- 16	M-F 6:30p-7p	EN	NBC NITELY NEWS	\$250.00	0.0	30	2	0	2	0	2	0	0		4	\$1,000.00	\$0.00	0.0	
REV- 17	M-F 7p-7:30p	PA	WHEEL OF FORTUNE	\$500.00	0.0	30	0	2	0	2	0	0	0		2	\$1,000.00	\$0.00	0.0	
REV- 18	M-F 7:30p-8p	PA	JEOPARDY	\$500.00	0.0	30	2	0	2	0	2	0	0		4	\$2,000.00	\$0.00	0.0	
REV- 19	M-F 11p-11:35p	LN	KNVN NEWS NOW 11P	\$150.00	0.0	30	2	2	2	2	0	2	0		0	6	\$900.00	\$0.00	0.0
REV- 20	M 11p-11:35p	LN	KNVN NEWS NOW 11P	\$150.00	0.0	30	0	0	0	0	0	0	1		0	0	\$0.00	\$0.00	0.0



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New York, NY 10019

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Agency: GCW MEDIA SERVICES GCW MEDIA SERVICES 417 W FOOTHILL BLVD #B-221 GLENDORA CA 91741	Advertiser: No on 56	Market: Chico	Total Spots: 268
	Product: Stop the Special Interest Tax Grab	Office: LOS ANGELES	Total CPP: \$0.00
Agency Order #:	Buyer: CINDY WINTON	Primary Demo: Adults 55+	Total GRP:
Salesperson: BRUCE MARKS 323-966-5176		Con Type: POLITICAL/VOTE	Traffic #: 38603
		Assistant: SEAN ROHTLA 323-966-5177	Separation: Sep:15

#	Day/Time	DP	Program	Rate	A55P Rating	Len	10/3 - 11/7							Total Spots	Total \$	CPP	GRP	
							10/3	10/10	10/17	10/24	10/31	11/7						
REV- 21	M-F 11:35p-12:35a	LF	TONITE SHOW	\$75.00	0.0	30	2	2	0	2	0	2	0		4	\$300.00	\$0.00	0.0
REV- 22	M 11:35p-12:35a	LF	TONITE SHOW	\$75.00	0.0	30	0	0	0	0	0	1	0		0	\$0.00	\$0.00	0.0
REV- 23	Sa 6a-8a	WK	SATURDAY TODAY	\$60.00	0.0	30	1	1	1	1	0	1	0		3	\$180.00	\$0.00	0.0
REV- 24	Sa 6p-6:30p	EN	KNVN NEWS 6PM	\$250.00	0.0	30	0	0	1	0	1	0	0		1	\$250.00	\$0.00	0.0
REV- 27	Sa 7:30p-8p	PA	JEOPARDY WEEKEND	\$200.00	0.0	30	0	0	0	1	0	0	0		0	\$0.00	\$0.00	0.0
REV- 28	Sa 11p-11:30p	LN	KNVN NEWS NOW 11P	\$100.00	0.0	30	1	1	1	1	0	1	0		3	\$300.00	\$0.00	0.0
REV- 29	Sa 11:30p-1:02a	LF	SAT NITE LIVE	\$200.00	0.0	30	0	0	0	1	0	0	0		0	\$0.00	\$0.00	0.0
REV- 30	Su 7a-8a	WK	SUN TODAY	\$60.00	0.0	30	1	1	1	1	0	1	0		3	\$180.00	\$0.00	0.0
REV- 31	Su 8a-9a	WK	MEET THE PRESS	\$90.00	0.0	30	1	1	1	1	0	1	0		3	\$270.00	\$0.00	0.0
REV- 32	Su 11p-11:30p	LN	KNVN NEWS NOW 11P	\$100.00	0.0	30	1	0	0	0	1	0	0		1	\$100.00	\$0.00	0.0
REV- 35	Tu 8p-9p	PR	THE VOICE	\$600.00	0.0	30	0	0	0	1	0	0	0		0	\$0.00	\$0.00	0.0
REV- 36	Th 9p-10p	PR	CHICAGO MED	\$500.00	0.0	30	0	0	0	0	1	0	0		0	\$0.00	\$0.00	0.0
REV- 39	F 9p-11p	PR	DATeline	\$350.00	0.0	30	0	0	0	1	0	0	0		0	\$0.00	\$0.00	0.0
REV- 41	Su 4p-5:20p	SP	FOOTBALL NIGHT IN AMERICA	\$400.00	0.0	30	1	1	1	1	0	1	0		3	\$1,200.00	\$0.00	0.0
REV- 43	Su 5:20p-8:30p	SP	NFL: PHILADELPHIA VS DALLAS	\$2,000. 00	0.0	30	0	0	0	1	0	0	0		0	\$0.00	\$0.00	0.0
REV- 52	M-F 3p-4p	EF	ELLEN	\$150.00	0.0	30	2	0	2	0	3	0	0		4	\$600.00	\$0.00	0.0
REV- 66	Su 3:30p-4p		NBC NEWS	\$300.00	0.0	30	0	0	0	1	0	0	0		0	\$0.00	\$0.00	0.0
REV- 67	Sa 7:30p-8p		JEOPARDY	\$200.00	0.0	30	0	0	0	0	1	0	0		0	\$0.00	\$0.00	0.0
REV- 70	Sa 12:30p-4p		NOTRE DAME FOOTBALL	\$70.00	0.0	30	0	0	0	2	0	0	0		0	\$0.00	\$0.00	0.0
REV- 71	Sa 12:30p-3p		NASCAR	\$70.00	0.0	30	0	0	0	0	2	0	0		0	\$0.00	\$0.00	0.0



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CPE: //1031

Agency: GCW MEDIA SERVICES

GCW MEDIA SERVICES 417 W
FOOTHILL BLVD #B-
221 GLENDORA CA
91741

Changes as of: 10/24/2016 at 1:44 PM

Flight: 10/3/16 - 11/13/16

Advertiser: No on 56

Product: Stop the Special
Interest Tax Grab

Version: Highlighting Revision 3

Station: KNVN

Market: Chico

Office: LOS ANGELES

Total \$: \$38,300.00

Total Spots: 268

Total CPP: \$0.00

Agency Order #:

Buyer: CINDY WINTON

Salesperson: BRUCE MARKS
323-966-5176

Primary Demo: Adults 55+

Con Type: POLITICAL/VOTE

Assistant: SEAN ROHTLA
323-966-5177

Total GRP:

Traffic #: 38603

Separation: Sep:15

#	Day/Time	DP	Program	Rate	A55P Rating	Len	10/3 - 11/7							Total Spots	Total \$	CPP	GRP	
							10/3	10/10	10/17	10/24	10/31	11/7						
REV- 91	M 11:35p-12:35a	LF	TONITE SHOW	\$100.00	0.0	30	0	0	1	1	0	0	0		1	\$100.00	\$0.00	0.0
REV+ 92	M-F 5a-7a	EM	KNVN NEWS @5AM/KNVN NEWS @ 6AM	\$45.00	0.0	15	0	0	0	0	0	0	6	0	6	\$270.00	\$0.00	0.0
[BOOKENDS]																		
REV+ 93	M-F 7a-9a	EM	TODAY SHOW	\$75.00	0.0	15	0	0	0	0	0	4	0	0	4	\$300.00	\$0.00	0.0
[BOOKENDS]																		
REV+ 94	M-Tu 7a-9a	EM	TODAY SHOW	\$75.00	0.0	15	0	0	0	0	0	0	0	2	2	\$150.00	\$0.00	0.0
[BOOKENDS]																		
REV+ 95	M-F 9a-10a	DY	KELLY&MICHAEL	\$60.00	0.0	15	0	0	0	0	0	0	6	0	6	\$360.00	\$0.00	0.0
[BOOKENDS]																		
REV+ 96	M-F 10a-11a	DY	TODAY SHOW 2	\$37.50	0.0	15	0	0	0	0	0	4	0	6	10	\$375.00	\$0.00	0.0
[BOOKENDS]																		
REV+ 97	M-Tu 10a-11a	DY	TODAY SHOW 2	\$37.50	0.0	15	0	0	0	0	0	0	0	2	2	\$75.00	\$0.00	0.0
[BOOKENDS]																		
REV+ 98	M-F 11a-12n	DY	TODAY SHOW 3	\$32.50	0.0	15	0	0	0	0	0	0	4	0	4	\$130.00	\$0.00	0.0
[BOOKENDS]																		
REV+ 99	M-F 12n-12:30p	DY	KNVN ACTION NEWS NOON	\$50.00	0.0	15	0	0	0	0	0	4	0	0	4	\$200.00	\$0.00	0.0
[BOOKENDS]																		
REV+ 100	M-Tu 12n-12:30p	DY	KNVN ACTION NEWS NOON	\$50.00	0.0	15	0	0	0	0	0	0	0	2	2	\$100.00	\$0.00	0.0
[BOOKENDS]																		
REV+ 101	M-F 5p-5:30p	EN	KNVN NEWS NOW 5P	\$150.00	0.0	15	0	0	0	0	0	4	0	4	8	\$1,200.00	\$0.00	0.0
[BOOKENDS]																		
REV+ 102	M 5p-5:30p	EN	KNVN NEWS NOW 5P	\$150.00	0.0	15	0	0	0	0	0	0	0	2	2	\$300.00	\$0.00	0.0
[BOOKENDS]																		
REV+ 103	M-F 5:30p-6p	EN	KNVN NEWS NOW 530P	\$150.00	0.0	15	0	0	0	0	0	0	4	0	4	\$600.00	\$0.00	0.0
[BOOKENDS]																		



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Agency: GCW MEDIA SERVICES	Advertiser: No on 56	Market: Chico
GCW MEDIA SERVICES 417 W FOOTHILL BLVD #B- 221 GLENDORA CA 91741	Product: Stop the Special Interest Tax Grab	Office: LOS ANGELES
Agency Order #:	Primary Demo: Adults 55+	Total \$: \$38,300.00
Buyer: CINDY WINTON	Con Type: POLITICAL/VOTE	Total Spots: 268
Salesperson: BRUCE MARKS 323-966-5176	Assistant: SEAN ROHTLA 323-966-5177	Total CPP: \$0.00
		Total GRP:
		Traffic #: 38603
		Separation: Sep:15

#	Day/Time	DP	Program	Rate	A55P Rating	Len	10/3 - 11/7							Total Spots	Total \$	CPP	GRP
							10/3	10/10	10/17	10/24	10/31	11/7					
REV+ 104	M-F 6p-6:30p	EN	KNVN NEWS 6PM	\$125.00	0.0	15	0	0	0	0	0	0		4	\$500.00	\$0.00	0.0
[BOOKENDS]																	
✓ REV+ 105	M 6p-6:30p	EN	KNVN NEWS 6PM	\$125.00	0.0	15	0	0	0	0	0	0	2	2	\$250.00	\$0.00	0.0
[BOOKENDS]																	
✓ REV+ 106	M-F 6:30p-7p	EN	NBC NITELY NEWS	\$125.00	0.0	15	0	0	0	0	0	0	4	4	\$500.00	\$0.00	0.0
[BOOKENDS]																	
REV+ 107	M-F 7p-7:30p	PA	WHEEL OF FORTUNE	\$250.00	0.0	15	0	0	0	0	0	0	4	4	\$1,000.00	\$0.00	0.0
[BOOKENDS]																	
✓ REV+ 108	M-F 7:30p-8p	PA	JEOPARDY	\$250.00	0.0	15	0	0	0	0	0	0	4	4	\$1,000.00	\$0.00	0.0
[BOOKENDS]																	
REV+ 109	M-F 11p-11:35p	LN	KNVN NEWS NOW 11P	\$75.00	0.0	15	0	0	0	0	0	0	4	8	\$600.00	\$0.00	0.0
[BOOKENDS]																	
✓ REV+ 110	M 11p-11:35p	LN	KNVN NEWS NOW 11P	\$75.00	0.0	15	0	0	0	0	0	0	2	2	\$150.00	\$0.00	0.0
[BOOKENDS]																	
REV+ 111	M-F 11:35p-12:35a	LF	TONITE SHOW	\$37.50	0.0	15	0	0	0	0	0	0	4	8	\$300.00	\$0.00	0.0
[BOOKENDS]																	
✓ REV+ 112	M 11:35p-12:35a	LF	TONITE SHOW	\$37.50	0.0	15	0	0	0	0	0	0	2	2	\$75.00	\$0.00	0.0
[BOOKENDS]																	
REV+ 113	Sa 6a-8a	WK	SATURDAY TODAY	\$30.00	0.0	15	0	0	0	0	0	2	2	4	\$120.00	\$0.00	0.0
[BOOKENDS]																	
✓ REV+ 114	Sa 6p-6:30p	EN	KNVN NEWS 6PM	\$125.00	0.0	15	0	0	0	0	0	0	2	2	\$250.00	\$0.00	0.0
[BOOKENDS]																	
✓ REV+ 115	Sa 7:30p-8p	PA	JEOPARDY WEEKEND	\$100.00	0.0	15	0	0	0	0	0	2	2	2	\$200.00	\$0.00	0.0
[BOOKENDS]																	
REV+ 116	Sa 11p-11:30p	LN	KNVN NEWS NOW 11P	\$50.00	0.0	15	0	0	0	0	0	2	2	4	\$200.00	\$0.00	0.0
[BOOKENDS]																	



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							10/3	10/10	10/17	10/24	10/31	11/7								
✓	REV+ 117	Sa 11:30p-1:02a	LF	SAT NITE LIVE	\$100.00	0.0	15	0	0	0	0	2	0	0	0		2	\$200.00	\$0.00	0.0
	[BOOKENDS]																			
	REV+ 118	Su 7a-8a	WK	SUN TODAY	\$30.00	0.0	15	0	0	0	0	2	0	2	0	0	4	\$120.00	\$0.00	0.0
	[BOOKENDS]																			
	REV+ 119	Su 8a-9a	WK	MEET THE PRESS	\$45.00	0.0	15	0	0	0	0	2	0	2	0	0	4	\$180.00	\$0.00	0.0
	[BOOKENDS]																			
✓	REV+ 120	Su 11p-11:30p	LN	KNVN NEWS NOW 11P	\$50.00	0.0	15	0	0	0	0	0	2	0	0	0	2	\$100.00	\$0.00	0.0
	[BOOKENDS]																			
	REV+ 121	Tu 8p-9p	PR	THE VOICE	\$300.00	0.0	15	0	0	0	0	2	0	0	0	0	2	\$600.00	\$0.00	0.0
	[BOOKENDS]																			
✓	REV+ 122	Th 9p-10p	PR	CHICAGO MED	\$250.00	0.0	15	0	0	0	0	0	2	0	0	0	2	\$500.00	\$0.00	0.0
	[BOOKENDS]																			
✓	REV+ 123	F 9p-11p	PR	DATELINE	\$175.00	0.0	15	0	0	0	0	2	0	0	0	0	2	\$350.00	\$0.00	0.0
	[BOOKENDS]																			
	REV+ 124	Su 4p-5:20p	SP	FOOTBALL NIGHT IN AMERICA	\$200.00	0.0	15	0	0	0	0	2	0	2	0	0	4	\$800.00	\$0.00	0.0
	[BOOKENDS]																			
✓	REV+ 125	Su 5:20p-8:30p	SP	NFL: PHILADELPHIA VS DALLAS	\$1,000.00	0.0	15	0	0	0	0	2	0	0	0	0	2	\$2,000.00	\$0.00	0.0
	[BOOKENDS]																			
✓	REV+ 126	M-F 3p-4p	EF	ELLEN	\$75.00	0.0	15	0	0	0	0	0	0	6	0	0	6	\$450.00	\$0.00	0.0
	[BOOKENDS]																			
✓	REV+ 127	Su 3:30p-4p		NBC NEWS	\$150.00	0.0	15	0	0	0	0	2	0	0	0	0	2	\$300.00	\$0.00	0.0
	[BOOKENDS]																			
✓	REV+ 128	Sa 7:30p-8p		JEOPARDY	\$100.00	0.0	15	0	0	0	0	0	2	0	0	0	2	\$200.00	\$0.00	0.0
	[BOOKENDS]																			
✓	REV+ 129	Sa 12:30p-4p		NOTRE DAME FOOTBALL	\$35.00	0.0	15	0	0	0	0	4	0	0	0	0	4	\$140.00	\$0.00	0.0
	[BOOKENDS]																			



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				Total Spots: 268	
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		Agency Order #:		Primary Demo: Adults 55+	
		Buyer: CINDY WINTON		Con Type: POLITICAL/VOTE	
		Salesperson: BRUCE MARKS 323-966-5176		Assistant: SEAN ROHTLA 323-966-5177	
				Total GRP:	
				Traffic #: 38603	
				Separation: Sep:15	

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							10/3	10/10	10/17	10/24	10/31	11/7					
✓ REV+ 130	Sa 12:30p-3p		NASCAR	\$35.00	0.0	15	0 0 0	0 0 0	0 0 0	0 0 0	0 0 4	0 0 0		4	✓ \$140.00	\$0.00	0.0
[BOOKENDS]																	
TOTALS:							30	30	62	58	74	14		268	\$38,300.00	\$0.00	0.0