



WTVO
PO Box 470
Rockford, IL 61105

Screen Strategies Media
11150 Fairfax Blvd
Suite 505
Fairfax, VA 22030

Contract # 1459039

Schedule Dates 11/04/16-11/08/16
Advertiser Tammy Duckworth/US Senate/Dem/IL (78974)
Agency Screen Strategies Media (18343)
Product Political - US Senate (1077)
Brand DUCKWORTH FOR U.S. SENATE (548717)
Salesperson Rockford, House (1128)
Sales Office Rockford
Buyer Name /
Phone/Fax /
CPE 2966
Account Types Local/Political
Billing Type Standard
Comments

Date Entered 11/02/16
Last Modified 11/03/16
Entered By Charlene Whiteside
CO-OP No
Headline # 2966
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$714.75
Net Total \$4,050.25
Sales Tax

Rockford (WTVO)
By Broadcast Month
Nov. 2016
Grand Total:
Spots 18
Rate \$4,765.00
Total \$4,765.00

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	11/07/16-11/07/16	5	:30	6A-7A (CST)	1	1							1	\$75.00	\$75.00	Rockford (WTVO)	MORNING NEWS	11/3/16
2.0	Normal Line / SPOT	11/04/16-11/04/16	4	:30	7A-9A (CST)	1					1			1	\$200.00	\$200.00	Rockford (WTVO)	GMA	11/3/16
3.0	Normal Line / SPOT	11/07/16-11/08/16	4	:30	7A-9A (CST)	1	1	1						2	\$200.00	\$400.00	Rockford (WTVO)	GMA	11/3/16
4.0	Normal Line / SPOT	11/05/16-11/05/16	4	:30	7A-8A (CST)	1					1			1	\$125.00	\$125.00	Rockford (WTVO)	GMA	11/3/16
5.0	Normal Line / SPOT	11/04/16-11/04/16	5	:30	9A-10A (CST)	1					1			1	\$50.00	\$50.00	Rockford (WTVO)	LIVE WITH KELLY	11/3/16
6.0	Normal Line / SPOT	11/07/16-11/07/16	5	:30	3P-3:30P (CST)	1	1							1	\$65.00	\$65.00	Rockford (WTVO)	FAMILY FEUD	11/3/16
7.0	Normal Line / SPOT	11/07/16-11/07/16	5	:30	4P-5P (CST)	1					1			1	\$75.00	\$75.00	Rockford (WTVO)	JUDGE JUDY	11/3/16
8.0	Normal Line / SPOT	11/07/16-11/07/16	5	:30	4P-5P (CST)	1	1							1	\$75.00	\$75.00	Rockford (WTVO)	JUDGE JUDY	11/3/16
9.0	Normal Line / SPOT	11/04/16-11/04/16	4	:30	5P-5:30P (CST)	1					1			1	\$375.00	\$375.00	Rockford (WTVO)	5P NEWS	11/3/16
10.0	Normal Line / SPOT	11/04/16-11/04/16	5	:30	6P-6:30P (CST)	1					1			1	\$175.00	\$175.00	Rockford (WTVO)	6P NEWS	11/3/16
11.0	Normal Line / SPOT	11/07/16-11/07/16	5	:30	6P-6:30P (CST)	1	1							1	\$175.00	\$175.00	Rockford (WTVO)	6P NEWS	11/3/16
12.0	Normal Line / SPOT	11/07/16-11/07/16	4	:30	6:30P-7P (CST)	1	1							1	\$175.00	\$175.00	Rockford (WTVO)	ET	11/3/16
13.0	Normal Line / SPOT	11/07/16-11/07/16	4	:30	7P-8P (CST)	1	1							1	\$950.00	\$950.00	Rockford (WTVO)	DWTS	11/3/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions



WTVO
PO Box 470
Rockford, IL 61105

Screen Strategies Media
11150 Fairfax Blvd
Suite 505
Fairfax, VA 22030

Contract # 1459039

Schedule Dates

11/04/16-11/08/16

Advertiser

Tammy Duckworth/US Senate/Dem/IL (78974)

Agency

Screen Strategies Media (18343)

Product

Political - US Senate (1077)

Brand

DUCKWORTH FOR U.S. SENATE (548717)

Salesperson

Rockford, House (1128)

Sales Office

Rockford

Buyer Name

/

Phone/Fax

2966

CPE

Local/Political

Account Types

Standard

Billing Type

Standard

Comments

Date Entered

11/02/16

Last Modified

11/03/16

Entered By

Charlene Whiteside

CO-OP

No

Headline

2966

Demo

Normal

Order Type

Normal

Package Deal

Commission %

Commission %

15.00

Commission

\$714.75

Net Total

\$4,050.25

Sales Tax

Rockford (WTVO)

By Broadcast Month

Nov. 2016

Grand Total:

Spots

18

18

Rate

\$4,765.00

\$4,765.00

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
14.0	Normal Line / SPOT	11/04/16-11/04/16	3	:30	8P- 9P (CST)						1			1	\$1,250.00	\$1,250.00	Rockford (WTVO)	SHARK TANK	11/3/16
15.0	Normal Line / SPOT	11/07/16-11/07/16	4	:30	10P- 10:35P (CST)		1							1	\$350.00	\$350.00	Rockford (WTVO)	LATE NEWS	11/3/16
16.0	Normal Line / SPOT	11/06/16-11/06/16	5	:30	10P- 10:30P (CST)								1	1	\$175.00	\$175.00	Rockford (WTVO)	LATE NEWS	11/3/16
17.0	Normal Line / SPOT	11/04/16-11/04/16	5	:30	10:35P- 11:35P (CST)						1			1	\$75.00	\$75.00	Rockford (WTVO)	JIMMY KIMMEL	11/3/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions

Duckworth for U.S. Senate



\$ 145,903.90

Station WTVO-TV
Market Rockford
Flight Dates 11/4/2016 - 11/8/2016 Revised (Est. 2966)

Buyer Rachael Jones
Email rachael@screenstrategies.com
Phone 703-272-7300

Program Name	DP	Days Length	Rate	Fri 11/4	Sat 11/5	Sun 11/6	Mon 11/7	Tue 11/8	Total
WTVO 6a News 6:00 AM - 7:00 AM	EM	M-F 30 5	\$75.00 \$75.00				1		1
Good Morning America 7:00 AM - 9:00 AM	EM	M-F 30 4	\$200.00 \$600.00	1			1	1	3
Sold Out: Lowest Rate to Clear Per WTVO									
GMA Saturday 7:00 AM - 8:00 AM	EM	Sa 30 4	\$125.00 \$125.00		1				1
Sold Out: Lowest Rate to Clear Per WTVO									
Live with Kelly 9:00 AM - 10:00 AM	DT	M-F 30 5	\$50.00 \$50.00	1					1
Family Feud 3:00 PM - 3:30 PM	EF	M-F 30 5	\$65.00 \$65.00				1		1
Judge Judy 4:00 PM - 5:00 PM	EF	M-F 30 5	\$75.00 \$150.00	1			1		2
WTVO 5p News 5:00 PM - 5:30 PM	EN	M-F 30 4	\$375.00 \$375.00	1					1
Sold Out: Lowest Rate to Clear Per WTVO									
WTVO 6p News 6:00 PM - 6:30 PM	EN	M-F 30 5	\$175.00 \$350.00	1			1		2
Ent Tonight 6:30 PM - 7:00 PM	PA	M-F 30 4	\$175.00 \$175.00				1		1
Sold Out: Lowest Rate to Clear Per WTVO									
Dancing With Star 7:00 PM - 8:00 PM	PT	M 30 4	\$950.00 \$950.00				1		1
Sold Out: Lowest Rate to Clear Per WTVO									

Duckworth for U.S. Senate



Station	WTVO-TV	Buyer	Rachael Jones	
Market	Rockford	Email	rachael@screenstrategies.com	
Flight Dates	11/4/2016 - 11/8/2016 Revised (Est. 2966)		Phone	703-272-7300

Program Name	DP	Days Length	Rate	Fri 11/4	Sat 11/5	Sun 11/6	Mon 11/7	Tue 11/8	Total
Shark Tank 8:00 PM - 9:00 PM	PT	F 30	\$1,250.00 \$1,250.00	1					1
Sold Out: Lowest Rate to Clear Per WTVO									
WTVO 10p News 10:00 PM - 10:35 PM	LN	M-F 30	\$350.00 \$350.00				1		1
Sold Out: Lowest Rate to Clear Per WTVO									
Sunday 10p News 10:00 PM - 10:35 PM	LN	Su 30	\$175.00 \$175.00			1			1
Jimmy Kimmel 10:35 PM - 11:35 PM	LF	M-F 30	\$75.00 \$75.00	1					1
Station Totals			\$4,765.00	7	1	1	8	1	18

Net \$ 4050.25

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WTVO-TV	Date: 11/2/2016
---	------------------------

I, Screen Strategies Media,

being/on behalf of: Tammy Duckworth,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$4,050.25

I represent that the payment for the above described broadcast time has been furnished by:

Tammy for Illinois

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Keith Lowey

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

11/2/2016

Date

Signature

To Be Signed By Station Representative

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Signature

Printed Name

Title