# CONTRACT

**KOBI**
**125 South Fir Street**
**Medford, OR 97501**
**(541) 779-5555**

kobi5.com

And:

**New Media NW**
**PO Box 17727**
**Salem, OR 97305**

| Contract / Revision | Alt Order # |
|---|---|
| 12871 / | 25163633 |

| Product |
|---|
| **Bud Pierce - R - Gov** |

| Contract Dates | Estimate # |
|---|---|
| **05/01/16 - 05/11/16** | **5/1-5/11/16** |

| Advertiser | Original Date / Revision |
|---|---|
| **Bud Pierce for Governor** | 04/28/16 / 04/28/16 |

| Billing Cycle | Billing Calendar | Cash/Trade |
|---|---|---|
| EOM/EOC | Broadcast | Cash |
| **Station** | **Account Executive** | **Sales Office** |
| **KOBI** | Philadelphia Katz Eag | Katz-Philadelphi |

| Special Handling |
|---|
| |

| Demographic |
|---|
| Adults 35+ |

| | | Total Ratings |
|---|---|---|
| | | 93.50 |
| **IDB#** | **Advertiser Code** | **Product Code** |
| | | |

| Agency Ref | Advertiser Ref |
|---|---|
| | |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 1 | All | 05/01/16 | 05/11/16 | Early Today | 4:30 XM-5:00 XM | | :30 | | | | NM | 9 | $72.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 04/25/16 | 05/01/16 | ------S | 1 | $8.00 | 0.10 |
| Week: | 05/02/16 | 05/08/16 | MTWT--S | 5 | $8.00 | 0.10 |
| Week: | 05/09/16 | 05/15/16 | MTW---- | 3 | $8.00 | 0.10 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 2 | All | 05/02/16 | 05/11/16 | AgDay | 5:00 AM-5:30 AM | | :30 | | | | NM | 10 | $80.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 05/02/16 | 05/08/16 | MTWTF-- | 7 | $8.00 | 0.30 |
| Week: | 05/09/16 | 05/15/16 | MTW---- | 3 | $8.00 | 0.30 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 3 | All | 05/02/16 | 05/11/16 | NBC5 News @ Sunrise | 5:30 AM-6:00 AM | | :30 | | | | NM | 6 | $150.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 05/02/16 | 05/08/16 | MTWTF-- | 5 | $25.00 | 0.60 |
| Week: | 05/09/16 | 05/15/16 | MTW---- | 1 | $25.00 | 0.60 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 4 | All | 05/02/16 | 05/11/16 | NBC5 News @ Sunrise | 6:00 AM-7:00 AM | | :30 | | | | NM | 8 | $280.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 05/02/16 | 05/08/16 | MTWTF-- | 5 | $35.00 | 2.30 |
| Week: | 05/09/16 | 05/15/16 | MTW---- | 3 | $35.00 | 2.30 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 5 | All | 05/02/16 | 05/11/16 | Today Show I | 7:00 AM-9:00 AM | | :30 | | | | NM | 10 | $600.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 05/02/16 | 05/08/16 | MTWTF-- | 6 | $60.00 | 3.20 |
| Week: | 05/09/16 | 05/15/16 | MTW---- | 4 | $60.00 | 3.20 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 6 | All | 05/02/16 | 05/11/16 | Today Show II | 9:00 AM-10:00 AM | | :30 | | | | NM | 4 | $140.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 05/02/16 | 05/08/16 | MTWTF-- | 2 | $35.00 | 1.50 |
| Week: | 05/09/16 | 05/15/16 | MTW---- | 2 | $35.00 | 1.50 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 7 | All | 05/02/16 | 05/11/16 | Today Show III | 10:00 AM-11:00 AM | | :30 | | | | NM | 4 | $60.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 05/02/16 | 05/08/16 | MTWTF-- | 3 | $15.00 | 1.10 |
| Week: | 05/09/16 | 05/15/16 | MTW---- | 1 | $15.00 | 1.10 |

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| N 8 | All | 05/02/16 | 05/11/16 | Late News Rotator M-Su | 11:00 PM-11:35 PM | | :30 | | | | NM | 6 | $312.00 |

| | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating |
|---|---|---|---|---|---|---|
| Week: | 05/02/16 | 05/08/16 | MTWTFSS | 3 | $52.00 | 1.20 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In accordance with Federal Communications Commission requirements, California Oregon Broadcasting, Inc. will not discriminate in any contract for advertising on the basis of race or gender, and all such contracts will be evaluated, accepted, negotiated and completed without regard to race or gender.

**KOBI**
**125 South Fir Street**
**Medford, OR 97501**
**(541) 779-5555**

kobi5.com

| Contract / Revision | Alt Order # |
|---|---|
| 12871 / | 25163633 |

| Contract Dates | Product | Estimate # |
|---|---|---|
| **05/01/16 - 05/11/16** | Bud Pierce - R - Gov | **5/1-5/11/16** |

| Advertiser | Original Date / Revision |
|---|---|
| **Bud Pierce for Governor** | 04/28/16 / 04/28/16 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | | 05/09/16 | 05/15/16 | MTW---- | 3 | $52.00 | 1.20 | | | | | | |
| N 9 | All | 05/01/16 | 05/08/16 | Today Show Su | 7:00 AM-8:00 AM | | :30 | | | | NM | 2 | $30.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | | 04/25/16 | 05/01/16 | ------S | 1 | $15.00 | 1.10 | | | | | | |
| Week: | | 05/02/16 | 05/08/16 | ------S | 1 | $15.00 | 1.10 | | | | | | |
| N 10 | All | 05/01/16 | 05/08/16 | Meet the Press | 8:00 AM-9:00 AM | | :30 | | | | NM | 2 | $190.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | | 04/25/16 | 05/01/16 | ------S | 1 | $95.00 | 2.90 | | | | | | |
| Week: | | 05/02/16 | 05/08/16 | ------S | 1 | $95.00 | 2.90 | | | | | | |
| N 11 | All | 05/07/16 | 05/07/16 | Kentucky Derby | 2:00 PM-3:30 PM | | :30 | | | | NM | 1 | $450.00 |
| | | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: | | 05/02/16 | 05/08/16 | -----S- | 1 | $450.00 | 10.00 | | | | | | |
| | | | | | | | | Totals | 93.50 | | | 62 | $2,364.00 |

| Time Period | # of Spots | Gross Amount | Agency Comm. | Net Amount |
|---|---|---|---|---|
| 04/25/16 -05/11/16 | 62 | $2,364.00 | ($354.60) | $2,009.40 |
| Totals | 62 | $2,364.00 | ($354.60) | $2,009.40 |

**Signature:** _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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In accordance with Federal Communications Commission requirements, California Oregon Broadcasting, Inc. will not discriminate in any contract for advertising on the basis of race or gender, and all such contracts will be evaluated, accepted, negotiated and completed without regard to race or gender.

KATZ TELEVISION GROUP

| | | | | | |
|---|---|---|---|---|---|
| **Contract #** 25163633 | **Changes as of:** 4/28/2016 at 11:55 AM | **Version:** Original Order | | | |
| **CPE:** | **Flight:** 5/1/16 - 5/11/16 | **Station:** KOBI | **Total $:** $2,364.00 | | |
| **Agency:** New Media NW | **Advertiser:** Bud Pierce for a Better Oregon | **Market:** Medford-Ashland | **Total Spots:** 62 | | |
| PO Box 17727 | **Product:** Bud Pierce - R - Gov OR | **Office:** PHILADELPHIA | **Total CPP:** $25.28 | | |
| Salem, OR 17727 | **Agency Order #:** | **Primary Demo:** Adults 35+ | **Total GRP:** 93.5 | | |
| | **Buyer:** Jill Adams | **Con Type:** POLITICAL/VOTE | **Traffic #:** 12681 | | |
| | **Salesperson:** SHEPARD RITZEN 215-567-7950 | **Assistant:** SHEPARD RITZEN 215-567-7950 | **Separation:** | | |

| # | Day/Time | DP | Program | Rate | A35P Rating | Len | 5/1 - 5/9 | | | | Total Spots | Total $ | CPP | GRP |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | 5/1 | 5/2 | 5/9 | | | | | |
| 1 | M-F 4:30a-5a | | Early Today | $8.00 | 0.1 | 30 | 0 | 5 | 4 | | 9 | $72.00 | $80.00 | 0.9 |
| 2 | M-F 5a-5:30a | | AG Today | $8.00 | 0.3 | 30 | 0 | 7 | 3 | | 10 | $80.00 | $26.67 | 3.0 |
| 3 | M-F 5:30a-6a | | nbc news | $25.00 | 0.6 | 30 | 0 | 5 | 1 | | 6 | $150.00 | $41.67 | 3.6 |
| 4 | M-F 6a-7a | | news | $35.00 | 2.3 | 30 | 0 | 5 | 3 | | 8 | $280.00 | $15.22 | 18.4 |
| 5 | M-F 7a-9a | | today 1 | $60.00 | 3.2 | 30 | 0 | 6 | 4 | | 10 | $600.00 | $18.75 | 32.0 |
| 6 | M-F 9a-10a | | today 2 | $35.00 | 1.5 | 30 | 0 | 2 | 2 | | 4 | $140.00 | $23.33 | 6.0 |
| 7 | M-F 10a-11a | | today 3 | $15.00 | 1.1 | 30 | 0 | 3 | 1 | | 4 | $60.00 | $13.64 | 4.4 |
| 8 | M-Su 11p-11:35p | | lt news | $52.00 | 1.2 | 30 | 0 | 3 | 3 | | 6 | $312.00 | $43.33 | 7.2 |
| 9 | Su 7a-8a | | today wknd | $15.00 | 1.1 | 30 | 1 | 1 | 0 | | 2 | $30.00 | $13.64 | 2.2 |
| 10 | Su 8a-9a | | meet the press | $95.00 | 2.9 | 30 | 1 | 1 | 0 | | 2 | $190.00 | $32.76 | 5.8 |
| 11 | Sa 2p-3:30p | | kentucky derby 5/7 | $450.00 | 10.0 | 30 | 0 | 1 | 0 | | 1 | $450.00 | $45.00 | 10.0 |
| | | | | | | **TOTALS:** | **2** | **39** | **21** | | **62** | **$2,364.00** | **$25.28** | **93.5** |

# REQUEST FOR POLITICAL AVAILS AND RATES

**(To be filled out and kept on file for public inspection)**

To: Connie Eaton
Station: KOBI+
From: Jill Adams
Date: 3-31-16

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Agency: New Media NW
Address: PO Box 17727 / Salem OR 97305

Phone #: 503-763-0400
Fax #: Click here to enter text.

Contact: Jill Adams, Cheryl Gould, Chuck Adams

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On behalf of the below campaign, the above buyer has requested avails and rates for your station. The information will be used for the following election(s):

☐Caucus ☐Special ☒Primary ☐General

Candidate: Bud Pierce
Political Party: Republican
Office: Governor
Address: Bud Pierce for a Better Oregon, P. O. Box 2889, Salem, OR 97308

Phone: 503-991-5238
Executive (authorized) Officer: Lori L Piercy
Title: Treasurer

12490

# 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: | Date: Jan 8 2016 |
|---|---|

I, Jill Adams,

being/on behalf of: Bud Pierce for a Better Oregon, a legally qualified candidate of the Republican political party for the office of: Governor in the 2016 Primary election to be held on: May 17 2016

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|---|---|---|---|---|---|
| :30 | | | | | |

**Total Charges:**

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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

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

Bud Pierce for a Better Oregon

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:

Lori Pieray

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).

## *To Be Signed By Candidate or Authorized Committee*

JAN 8 2016
Date

M C. Adams
Signature

## *To Be Signed By Station Representative*

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature | Printed Name | Title

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12490

# Statement of Organization for Candidate Committee

## Committee Information

Name: Bud Pierce for a Better Oregon

ID: 17397

Help

Filing Effective From: 11/23/2015 to present

Filing Type: Amendment

Address: 2001 Front St NE
Salem, OR 97301

Campaign Phone: (503)991-2538

## Treasurer Information

Name: Lori L Piercy

Mailing Address: 29993 Maple Drive
Rainier, OR 97048

Work Phone: (503)816-7131
Home Phone:
Fax:

Email Address: loripiercy@supermoe.net

## Candidate Information

Name: William C Pierce

Election/Office: 2016 Primary Election
Governor

Party Affiliation: Republican

Candidate Address: 961 Glen Eden Cr NW
Salem, OR 97304

Work Phone: (503)551-0898
Home Phone:
Fax:

Mailing Address: PO Box 2889
Salem, OR 97308

Email Address: info@budpierce.com

Occupation: Physician

Employer: Hematology/Oncology of Salem, LLP, Salem, OR

## ıdditional Committee Information

rior Statement of Organization

Persons Associated with Committee

Campaign Finance Activity

Printer Friendly Version

Election Activity Log

History

Account Summary



*Elections Division • 255 Capitol St NE, Ste 501 • Salem, OR 97310*
Phone: 503-986-1518 or 1-866-673-VOTE • Fax: 503-373-7414 • orestar-support.sos@state.or.us

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