



WQRF  
PO Box 470  
Rockford, IL 61105

WQRF - ROCKFORD

Adelstein & Associates  
2155 Calton  
Chicago, IL 60647

# Contract # 1455784

Schedule Dates	10/31/16-11/07/16	Date Entered	10/28/16
Advertiser	Susana Mendoza/Comptroller/Democrat/IL (8399E)	Last Modified	10/28/16
Agency	Adelstein & Associates (11193)	Entered By	Charlene Whiteside
Product	Political - Candidate Other (1066)	CO-OP	No
Brand	5511 (571067)	Headline #	ECR25342877
Salesperson	Millennium - Chicago, Chicago (1408)	Demo	
Sales Office	Millennium - Chicago	Order Type	Normal
Buyer Name	OBRSZUT, BARB	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	5511	Commission	\$360.00
Account Types	National/Political	Net Total	\$2,040.00
Billing Type	Standard	Sales Tax	
Comments	Friends for Susana M New political order for Friends for Susana Mendoza to start on Monday 10/24. Check copy to follow once available. Please confirm. Thanks!		

Rockford (WQRF)		
By Broadcast Month	Spots	Rate
Nov. 2016	10	\$2,400.00
<b>Grand Total:</b>	<b>10</b>	<b>\$2,400.00</b>

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	10/31/16-11/04/16	4	:30	9P-9:30P (CST)	3	X		X	X	X			3	\$300.00	\$900.00	Rockford (WQRF)	COMMENTS APPLY TO SUB LINES A THRU A Late News	10/28/16
2.0	Normal Line / SPOT	11/07/16-11/07/16	4	:30	9P-9:30P (CST)	1		X						1	\$300.00	\$300.00	Rockford (WQRF)	COMMENTS APPLY TO SUB LINES A THRU A Late News	10/28/16
3.0	Normal Line / SPOT	10/31/16-11/04/16	4	:30	9:30P-10P (CST)	3	X		X	X	X			3	\$200.00	\$600.00	Rockford (WQRF)	COMMENTS APPLY TO SUB LINES A THRU A Late News	10/28/16
4.0	Normal Line / SPOT	11/07/16-11/07/16	4	:30	9:30P-10P (CST)	1		X						1	\$200.00	\$200.00	Rockford (WQRF)	COMMENTS APPLY TO SUB LINES A THRU A Late News	10/28/16
5.0	Normal Line / SPOT	11/05/16-11/05/16	4	:30	10:30P-11P (CST)	1						X		1	\$175.00	\$175.00	Rockford (WQRF)	COMMENTS APPLY TO SUB LINES A THRU A BBT	10/28/16
6.0	Normal Line / SPOT	11/06/16-11/06/16	4	:30	9P-9:30P (CST)	1							X	1	\$225.00	\$225.00	Rockford (WQRF)	COMMENTS APPLY TO SUB LINES A THRU A Sun Late News	10/28/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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



KATZ TELEVISION  
GROUP

125 West 55th St  
New York, NY 10019

Contract # 25342877

Changes as of: 10/27/2016 at 5:47 PM

Version: Original Order

#1455784

CPE: //5511  
Agency: Adelsstein & Associates

Flight: 10/31/16 - 11/8/16  
Advertiser: FRIENDS FOR  
SUSANA MENDOZA

Station: WQRF  
Market: Rockford

Total \$: \$2,400.00  
Total Spots: 10

2155 CATON

Product: Friends for Susana  
Mendoza

Office: CHICAGO

Total CPE: \$0.00

CHICAGO, IL 60647

Agency Order #:

Primary Demo: Adults 35+

Total GRP:

Buyer: BARB OBRZUT  
Salesperson: BRIAN LAMONT  
312-832-6619

Con Type: POLITICAL/NOTE  
Assistant: MEGAN FATIGATI  
MAROPOULOS  
312-832-6630

Separation:

Not 2040.00

Comments: New political order for Friends for Susana Mendoza to start on Monday 10/24. Check copy to follow once available. Please confirm. Thanks!

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/31 - 11/7		Total Spots	Total \$	CPE	GRP
							10/31	11/7				
1	M-F 9p-9:30p		Late News	\$300.00	0.0	30	3	0	3	\$900.00	\$0.00	0.0
2	M 9p-9:30p		Late News	\$300.00	0.0	30	0	1	1	\$300.00	\$0.00	0.0
3	M-F 9:30p-10p		Late News	\$200.00	0.0	30	3	0	3	\$600.00	\$0.00	0.0
4	M 9:30p-10p		Late News	\$200.00	0.0	30	0	1	1	\$200.00	\$0.00	0.0
5	Sa 10:30-11p		BBT	\$175.00	0.0	30	1	0	1	\$175.00	\$0.00	0.0
6	Su 9p-9:30p		Sun Late News	\$225.00	0.0	30	1	0	1	\$225.00	\$0.00	0.0
TOTALS:							8	2	10	\$2,400.00	\$0.00	0.0

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 25342877

Changes as of: 10/27/2016 at 5:47 PM

Version: Original Order

CPE: //5511

Flight: 10/31/16 - 11/8/16

Total \$: \$2,400.00

Agency: Adelsstein & Associates

Advertiser: FRIENDS FOR SUSANA MENDOZA

Station: WQRF

Total Spots: 10

2155 CATON

Product: Friends for Susana Mendoza

Market: Rockford

Total CPP: \$0.00

CHICAGO, IL 60647

Agency Order #:

Office: CHICAGO

Total GRP:

Buyer: BARB OBRZUT

Primary Demo: Adults 35+

Separation:

Salesperson: BRIAN LAMONT

Con Type: POLITICAL/VOTE

Assistant: MEGAN FATIGATI

MAROPOLLOS

312-832-6630

Special Instructions

## Order Level Comments

Date/Time: 10/27/16 5:47 PM Added by: BRIAN LAMONT Comment: New political order for Friends for Susana Mendoza to start on Monday 10/24. Check copy to follow once available. Please confirm. Thanks!

## Competitive Information

Market Budget: \$34,286  
WQRF Share: 7%  
Comment: shares estimated  
WIFR: 41%  
WREX: 26%  
WTVG: 26%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
Total	100%	10	\$2,400.00	N/A	0.0

Monthly Summary			
Month	Spots	Dollars	
2016-Nov	10	\$2,400.00	
Total	10	\$2,400.00	

## Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	10/28/16 8:18 AM					\$0	\$0	
New	10/27/16 5:47 PM	BRIAN LAMONT	New	10		\$2,400.00	\$2,400.00	

Non-Discrimination Policy: PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S 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.