



WQRF
PO Box 470
Rockford, IL 61105

WQRF • ROCKFORD

Adelstein & Associates
2155 Calton
Chicago, IL 60647

Contract # 1445051

Schedule Dates 10/10/16-10/16/16
Advertiser Susana Mendoza/Comptroller/Democrat/IL (83996)
Agency Adelstein & Associates (11193)
Product Political - Candidate Other (1066)
Brand 5304 (566704)
Salesperson Millennium - Chicago, Chicago (1408)
Sales Office Millennium - Chicago
Buyer Name OBRZUT, BARB
Phone/Fax /
CPE 5304
Account Types National/Political
Billing Type Standard
Comments Friends for Susana M
New political order to start on Monday 10/10. Traffic instructions to come via email; check copy to follow once available. Please confirm AS

Date Entered 10/07/16
Last Modified 10/07/16
Entered By Charlene Whiteside
CO-OP No
Headline # ECR2532651
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$285.00
Net Total \$1,615.00
Sales Tax

Rockford (WQRF)	
By Broadcast Month	Spots
Oct. 2016	7
Grand Total:	7

Rate
\$1,900.00
\$1,900.00

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	10/10/16-10/14/16	4	:30	6P-6:30P (CST)	2	X	X	X	X	X			2	\$300.00	\$600.00	Rockford (WQRF)	BRT	10/7/16
2.0	Normal Line / SPOT	10/10/16-10/14/16	4	:30	9P-9:30P (CST)	3	X	X	X	X	X			3	\$300.00	\$900.00	Rockford (WQRF)	Late News	10/7/16
3.0	Normal Line / SPOT	10/16/16-10/16/16	4	:30	9P-9:30P (CST)								1	1	\$225.00	\$225.00	Rockford (WQRF)	Late News	10/7/16
4.0	Normal Line / SPOT	10/15/16-10/15/16	4	:30	10:30P-11P (CST)							1		1	\$175.00	\$175.00	Rockford (WQRF)	BRT	10/7/16

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 # 25320651

Changes as of: 10/7/2016 at 10:20 AM

Version: Original Order

CPE: //5304

Flight: 10/10/16 - 10/16/16

Station: WQRF

Total \$: \$1,900.00

Agency: Adelstein & Associates

Advertiser: FRIENDS FOR SUSANA MENDOZA

Market: Rockford

Total Spots: 7

2155 CATON

Product: Friends for Susana Mendoza

Office: CHICAGO

Total CPP: \$66.43

CHICAGO, IL 60647

Agency Order #:

Primary Demo: Adults 35+

Total GRP: 28.6

Buyer: BARB OBRZUT

Con Type: POLITICAL/NOTE

Separation:

Salesperson: BRIAN LAMONT

Assistant: MEGAN FATIGATI

312-832-6619

312-832-6630

Comments: New political order to start on Monday 10/10. Traffic instructions to come via email; check copy to follow once available. Please confirm ASAP. Thanks!

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/10	10/10 - 10/10	Total Spots	Total \$	CPP	GRP
1	M-F 6p-6:30p		BBT	\$300.00	2.8	30	2		2	\$600.00	\$107.14	5.6
2	M-F 9p-9:30p		Late News	\$300.00	4.7	30	3		3	\$900.00	\$63.83	14.1
3	Su 9p-9:30p		Late News	\$225.00	6.6	30	1		1	\$225.00	\$34.09	6.6
4	Sa 8:30p-10p		BBT	\$175.00	2.3	30	1		1	\$175.00	\$76.09	2.3
TOTALS: 7									7	\$1,900.00	\$66.43	28.6

1030-11p

1445051

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25326651 Changes as of: 10/7/2016 at 10:20 AM Version: Original Order

CPE: //5304 Flight: 10/10/16 - 10/16/16 Station: WGRF Total \$: \$1,900.00

Agency: Adelsheim & Associates Advertiser: FRIENDS FOR SUSANA MENDOZA Market: Rockford Total Spots: 7

2155 CATON Product: Friends for Susana Office: CHICAGO Total CPP: \$66.43

CHICAGO, IL 60647 Agency Order #: Buyer: BARB OBRZUT Con Type: POLITICAL/VOTE Total GRP: 28.6

Salesperson: BRIAN LAMONT Assistant: MEGAN FATIGATI Separation: 312-832-6619 312-832-6630

Special Instructions

Order Level Comments

Date/Time Added by Comment
10/07/16 10:20 AM BRIAN LAMONT New political order to start on Monday 10/10. Traffic instructions to come via email, check copy to follow once available. Please confirm ASAP. Thanks!

Competitive Information	
Market Budget:	\$17,273
WGRF Share:	11%
Comment:	shares estimated
WIFR:	40%
WREX:	26%
WTVO:	23%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	7	\$1,900.00	\$66.43	28.6
Total	100%	7	\$1,900.00	\$66.43	28.6

Monthly Summary		
Month	Spots	Dollars
2016-Oct	7	\$1,900.00
Total	7	\$1,900.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	10/7/16 10:22 AM					\$0
New	10/7/16 10:20 AM	BRIAN LAMONT	New	7		\$1,900.00
						\$0
						\$1,900.00

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.