Contract Agreement Between:

CONTRACT

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

kobi5.com

And:

Media Analysis, Inc.
Attention: Marla Jackson
P.O. Box 66490
Portland, OR 97290

Contract / Revision	Alt Order #
4560 /	

Product
697

Contract Dates	Estimate #	
10/13/14 - 11/03/14	697	

Advertiser	Original Date / Revision
No on 90	10/06/14 / 10/06/14

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Calendar	Cash
Station	**Account Executive**	**Sales Office**
KOBI	Bob Wise	Local-Medford

Special Handling

Demographic
Households

		Total Ratings
		123.00
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	10/13/14	11/03/14	NBC5 News @ Sunrise	6a-7a		:30				NM	15	$1,020.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:		10/13/14	10/19/14	11111--	5	$68.00	1.20						
Week:		10/20/14	10/26/14	11111--	5	$68.00	1.20						
Week:		10/27/14	11/02/14	11111--	5	$68.00	1.20						
Week:		11/03/14	11/09/14	-------	0	$0.00	0.00						
N 2	All	10/13/14	11/03/14	Today Show I	7a-9a		:30				NM	15	$1,515.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:		10/13/14	10/19/14	11111--	5	$101.00	1.90						
Week:		10/20/14	10/26/14	11111--	5	$101.00	1.90						
Week:		10/27/14	11/02/14	11111--	5	$101.00	1.90						
Week:		11/03/14	11/09/14	-------	0	$0.00	0.00						
N 3	All	10/13/14	10/17/14	Dr. Oz	4p-5p		:30				NM	3	$168.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:		10/13/14	10/19/14	-111---	3	$56.00	1.70						
N 4	All	10/20/14	10/24/14	Dr. Oz	4p-5p		:30				NM	2	$112.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:		10/20/14	10/26/14	-1-1---	2	$56.00	1.70						
N 5	All	10/27/14	10/31/14	Dr. Oz	4p-5p		:30				NM	4	$224.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:		10/27/14	11/02/14	1111---	4	$56.00	1.70						
N 6	All	10/13/14	11/03/14	M-F NBC5 News @ 6p	6p-7p		:30				NM	15	$2,535.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:		10/13/14	10/19/14	11111--	5	$169.00	2.50						
Week:		10/20/14	10/26/14	11111--	5	$169.00	2.50						
Week:		10/27/14	11/02/14	11111--	5	$169.00	2.50						
Week:		11/03/14	11/09/14	-------	0	$0.00	0.00						
N 7	All	10/18/14	11/01/14	NBC5 News @ 6p Sa	6-630p		:30				NM	3	$168.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:		10/13/14	10/19/14	-----1-	1	$56.00	3.80						
Week:		10/20/14	10/26/14	-----1-	1	$56.00	3.80						
Week:		10/27/14	11/02/14	-----1-	1	$56.00	3.80						

(* 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 #
4560 /	

Contract Dates	Product	Estimate #
10/13/14 - 11/03/14	697	**697**

Advertiser	Original Date / Revision
No on 90	10/06/14 / 10/06/14

*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						
N 8	All	10/18/14	11/01/14	Sa The Insider	630p-7p		:30				NM	3	$168.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:		10/13/14	10/19/14	-----1-	1	$56.00	1.20						
Week:		10/20/14	10/26/14	-----1-	1	$56.00	1.20						
Week:		10/27/14	11/02/14	-----1-	1	$56.00	1.20						
N 9	All	10/18/14	11/01/14	Sa Entertainment Tonight	7p-8p		:30				NM	3	$102.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:		10/13/14	10/19/14	-----1-	1	$34.00	1.10						
Week:		10/20/14	10/26/14	-----1-	1	$34.00	1.10						
Week:		10/27/14	11/02/14	-----1-	1	$34.00	1.10						
N 10	All	10/18/14	11/01/14	Late 11p News Sa	11p-1130p		:30				NM	3	$168.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:		10/13/14	10/19/14	-----1-	1	$56.00	1.80						
Week:		10/20/14	10/26/14	-----1-	1	$56.00	1.80						
Week:		10/27/14	11/02/14	-----1-	1	$56.00	1.80						
								Totals	123.00			66	$6,180.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/14 -10/31/14	62	$5,978.00	($896.70)	$5,081.30
11/01/14 -11/01/14	4	$202.00	($30.30)	$171.70
Totals	66	$6,180.00	($927.00)	$5,253.00

Signature: _____ **Date:** _____

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

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TvSCAN

Marla Jackson - 9/30/14 5:24 PM

Broadcast Order/Confirmation

Medford-Klamath Falls (B&C) - CNO/13 Nielsen

Buyer	Marla Jackson	Order Number	697
Client	Protect Our Vote	Campaign	No on 90
		Flight	Flight 1 10/13/14-11/03/14
Station	KOBI+ Bob Wise	Agency	MEDIA ANALYSIS, Inc.
Address		Address	PO Box 66490 Portland, OR 97290
Phone	541-282-1205 (PS2) Fax 541-779-5564		

KOBI+-NBC 5 — DMA P 35+

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	RTG	CPP
NBC5 NWS@SUNRS													
Mo-Fr 6:00a- 7:00a	$68	Oct13-Oct17	:30	5	1	1	1	1	1	--	--	1.2	$56.67
TODAY SHW													
Mo-Fr 7:00a- 9:00a	$101	Oct13-Oct17	:30	5	1	1	1	1	1	--	--	1.9	$53.16
DR OZ													
Mo-Fr 4:00p- 5:00p	$56	Oct13-Oct17	:30	3	--	1	1	1	--	--	--	1.7	$32.94
NBC5 NWS @6PM													
Mo-Fr 6:00p- 7:00p	$169	Oct13-Oct17	:30	5	1	1	1	1	1	--	--	2.5	$67.60
NBC5 SAT 6PM													
Sat 6:00p- 6:30p	$56	Oct18-Oct18	:30	1	--	--	--	--	--	1	--	3.8	$14.74
INSIDER WK													
Sat 6:30p- 7:00p	$56	Oct18-Oct18	:30	1	--	--	--	--	--	1	--	1.2	$46.67
ENT TONIGHT 60													
Sat 7:00p- 8:00p	$34	Oct18-Oct18	:30	1	--	--	--	--	--	1	--	1.1	$30.91
NBC5 SAT 11PM													
Sat 11:00p-11:30p	$56	Oct18-Oct18	:30	1	--	--	--	--	--	1	--	1.8	$31.11
NBC5 NWS@SUNRS													
Mo-Fr 6:00a- 7:00a	$68	Oct20-Oct24	:30	5	1	1	1	1	1	--	--	1.2	$56.67
TODAY SHW													
Mo-Fr 7:00a- 9:00a	$101	Oct20-Oct24	:30	5	1	1	1	1	1	--	--	1.9	$53.16
DR OZ													
Mo-Fr 4:00p- 5:00p	$56	Oct20-Oct24	:30	2	--	1	--	1	--	--	--	1.7	$32.94
NBC5 NWS @6PM													
Mo-Fr 6:00p- 7:00p	$169	Oct20-Oct24	:30	5	1	1	1	1	1	--	--	2.5	$67.60
NBC5 SAT 6PM													
Sat 6:00p- 6:30p	$56	Oct25-Oct25	:30	1	--	--	--	--	--	1	--	3.8	$14.74
INSIDER WK													
Sat 6:30p- 7:00p	$56	Oct25-Oct25	:30	1	--	--	--	--	--	1	--	1.2	$46.67

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TvSCAN

Broadcast Order/Confirmation

Marla Jackson - 9/30/14 5:24 PM

Medford-Klamath Falls (B&C) - CNO/13 Nielsen

KOBI+-NBC 5

Time Period	Rate	Run Dates	Len	Sp	Mo	Tu	We	Th	Fr	Sa	Su	DMA P 35+ RTG	DMA P 35+ CPP
ENT TONIGHT 60													
Sat 7:00p- 8:00p	$34	Oct25-Oct25	:30	1	--	--	--	--	--	1	--	1.1	$30.91
NBC5 SAT 11PM													
Sat 11:00p-11:30p	$56	Oct25-Oct25	:30	1	--	--	--	--	--	1	--	1.8	$31.11
NBC5 NWS@SUNRS													
Mo-Fr 6:00a- 7:00a	$68	Oct27-Oct31	:30	5	1	1	1	1	1	--	--	1.2	$56.67
TODAY SHW													
Mo-Fr 7:00a- 9:00a	$101	Oct27-Oct31	:30	5	1	1	1	1	1	--	--	1.9	$53.16
DR OZ													
Mo-Fr 4:00p- 5:00p	$56	Oct27-Oct31	:30	4	1	1	1	1	--	--	--	1.7	$32.94
NBC5 NWS @6PM													
Mo-Fr 6:00p- 7:00p	$169	Oct27-Oct31	:30	5	1	1	1	1	1	--	--	2.5	$67.60
NBC5 SAT 6PM													
Sat 6:00p- 6:30p	$56	Nov01-Nov01	:30	1	--	--	--	--	--	1	--	3.8	$14.74
INSIDER WK													
Sat 6:30p- 7:00p	$56	Nov01-Nov01	:30	1	--	--	--	--	--	1	--	1.2	$46.67
ENT TONIGHT 60													
Sat 7:00p- 8:00p	$34	Nov01-Nov01	:30	1	--	--	--	--	--	1	--	1.1	$30.91
NBC5 SAT 11PM													
Sat 11:00p-11:30p	$56	Nov01-Nov01	:30	1	--	--	--	--	--	1	--	1.8	$31.11
KOBI+ Totals	**$6,180**			**66**								**123.0**	**$50.24**

Monthly	Oct 2014	Nov 2014
Gross Cost	$4,064.00	$2,116.00
Net Cost	$3,454.40	$1,798.60

Reach and Frequency projections are computed using the Beta-Binomial Extension Formula.
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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	**Date:**
KOBI+ Medford OR	9/23/14

I, Media Analysis, Inc.
do hereby request station time concerning the following issue:

No on 90

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

Total Charges: $6193

This broadcast time will be used by: Protect Our Vote

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes ☑ No

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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

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

Protect Our Vote

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ **a corporation;** ☑ **a committee;** ☐ **an association;** ☐ **or other unincorporated group.**

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): TREASURER KEVIN NEELY

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

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

9/23/14	Marla J Jackson	503-236-8556
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☑ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

Connemeton	Connemeton	GSM
Signature	Printed Name	Title

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Connie Eaton

From: Marla Jackson <mediaanalysis@comcast.net>
Sent: Tuesday, September 30, 2014 5:27 PM
To: 'Connie Eaton'
Subject: RE: Protect Our Votes new order
Attachments: image001.gif; KOBI Protect Our Vote Order697REV.pdf

Connie – I finally revised this removing 5pm news and adding other programming.
Please confirm receipt.

Marla Jackson

From: Connie Eaton [mailto:ceaton@kobi5.com]
Sent: Tuesday, September 23, 2014 2:01 PM
To: 'Marla Jackson'
Subject: RE: Protect Our Votes new order

Thank you Marla for this buy. Can you remove the 5pm news? We don't offer 5pm news to political due to our 5 on 5 interviews.
I will process once returned.
thanks

Connie Eaton
General Sales Manager
KOBI TV / NBC 5 and KOTI TV / NBC 2 – THIS TV – KOBI5.com
125 South Fir St.
Medford, OR 97501

Station: 541.779.5555
Direct Line: 541.282.1213
Cell Number: 541.944.9130
www.kobi5.com
www.kobi5.biz
www.facebook.com/kobitv
www.somp.org

Please contribute to YES (YOUTH EDUCATION SUCCESS). Visit www.yestokids.net to learn more.

From: Marla Jackson [mailto:mediaanalysis@comcast.net]
Sent: Tuesday, September 23, 2014 1:31 PM
To: Connie Eaton
Subject: Protect Our Votes new order
Importance: High

New order KOBI+ for Protect Our Vote 10/13-11/3 and NAB form attached.

Public File Info:
Committee Protect Our Vote
Issue No on 90 (Open Primaries)

Election Oregon General, Nov 4, 2014
Committee Address 3321 SE 20th Ave Portland OR 97202
Committee Phone 503-295-1851
Treasurer Kevin Neely

Please confirm receipt.

Marla Jackson
Media Analysis, Inc.
PO Box 66490
Portland, OR 97290
PH 503-236-8556
FAX 503-236-7413