

CONTRACT



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

kobi5.com

And:

Canal Partners Media
25 Whitlock Place, 2nd Floor
Marietta, GA 30064

Contract / Revision 3691 /		Alt Order # 06996565
Product VOTE YES ON MEAS 92		
Contract Dates 10/07/14 - 10/13/14		Estimate # 916
Advertiser Vote Yes on Measure 92		Original Date / Revision 08/21/14 / 08/21/14
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOBI	Account Executive Kate (Philadelphia) B	Sales Office Petry-Philadelph
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 157	Product Code 164
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	All	10/07/14	10/07/14	NBC5 News @ Sunrise	6:00 AM-7:00 AM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	-T-----				1	\$55.00			
N 2	All	10/07/14	10/07/14	Today Show I	7:00 AM-9:00 AM		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	-T-----				1	\$70.00			
N 3	All	10/09/14	10/09/14	Today Show I	7:00 AM-9:00 AM		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	---T---				1	\$70.00			
N 4	All	10/10/14	10/10/14	Today Show I	7:00 AM-9:00 AM		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	----F--				1	\$70.00			
N 5	All	10/13/14	10/13/14	Today Show I	7:00 AM-9:00 AM		:30			NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	M-----				1	\$70.00			
N 6	All	10/07/14	10/07/14	Today Show 7-10a	7:00 AM-10:00 AM		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	-T-----				1	\$60.00			
N 7	All	10/08/14	10/08/14	Today Show 7-10a	7:00 AM-10:00 AM		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	--W----				1	\$60.00			
N 8	All	10/10/14	10/10/14	Today Show 7-10a	7:00 AM-10:00 AM		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	----F--				1	\$60.00			
N 9	All	10/13/14	10/13/14	Today Show 7-10a	7:00 AM-10:00 AM		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	M-----				1	\$60.00			
N 10	All	10/08/14	10/08/14	Today Show II	9:00 AM-10:00 AM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	--W----				1	\$55.00			
N 11	All	10/09/14	10/09/14	Today Show II	9:00 AM-10:00 AM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	---T---				1	\$55.00			
N 12	All	10/10/14	10/10/14	Today Show II	9:00 AM-10:00 AM		:30			NM	1	\$55.00

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

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

<u>Contract / Revision</u> 3691 /		<u>Alt Order #</u> 06996565
<u>Contract Dates</u> 10/07/14 - 10/13/14	<u>Product</u> VOTE YES ON MEAS 9	<u>Estimate #</u> 916
<u>Advertiser</u> Vote Yes on Measure 92		<u>Original Date / Revision</u> 08/21/14 / 08/21/14

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	----F--				1	\$55.00			
N 13	All	10/13/14	10/13/14	Today Show II	9:00 AM-10:00 AM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	M-----				1	\$55.00			
N 14	All	10/07/14	10/07/14	Today Show III	10:00 AM-11:00 AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	-T-----				1	\$30.00			
N 15	All	10/08/14	10/08/14	Today Show III	10:00 AM-11:00 AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	--W----				1	\$30.00			
N 16	All	10/09/14	10/09/14	Today Show III	10:00 AM-11:00 AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	---T---				1	\$30.00			
N 17	All	10/10/14	10/10/14	Today Show III	10:00 AM-11:00 AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	----F--				1	\$30.00			
N 18	All	10/13/14	10/13/14	Today Show III	10:00 AM-11:00 AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	M-----				1	\$30.00			
N 19	All	10/07/14	10/07/14	Dr. Oz	4:00 PM-5:00 PM		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	-T-----				1	\$40.00			
N 20	All	10/08/14	10/08/14	Dr. Oz	4:00 PM-5:00 PM		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	--W----				1	\$40.00			
N 21	All	10/09/14	10/09/14	Dr. Oz	4:00 PM-5:00 PM		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	---T---				1	\$40.00			
N 22	All	10/13/14	10/13/14	Dr. Oz	4:00 PM-5:00 PM		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	M-----				1	\$40.00			
N 23	All	10/07/14	10/07/14	M-F NBC Nightly News	5:30 PM-6:00 PM		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	-T-----				1	\$150.00			
N 24	All	10/08/14	10/08/14	M-F NBC Nightly News	5:30 PM-6:00 PM		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	--W----				1	\$150.00			
N 25	All	10/09/14	10/09/14	M-F NBC Nightly News	5:30 PM-6:00 PM		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	---T---				1	\$150.00			
N 26	All	10/10/14	10/10/14	M-F NBC Nightly News	5:30 PM-6:00 PM		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	----F--				1	\$150.00			
N 27	All	10/13/14	10/13/14	M-F NBC Nightly News	5:30 PM-6:00 PM		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	M-----				1	\$150.00			
N 28	All	10/08/14	10/08/14	M-F NBC5 News @ 6p	6:00 PM-7:00 PM		:30			NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	--W----				1	\$115.00			
N 29	All	10/08/14	10/08/14	M-F Entertainment Tonight	7:00 PM-7:30 PM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract Dates</u> 10/07/14 - 10/13/14		<u>Product</u> VOTE YES ON MEAS 9
<u>Advertiser</u> Vote Yes on Measure 92		<u>Estimate #</u> 916
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	--W----				1	\$55.00			
N 30	All	10/10/14	10/10/14	M-F Entertainment Tonight	7:00 PM-7:30 PM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	----F--				1	\$55.00			
N 31	All	10/08/14	10/08/14	M-F The Insider	7:30 PM-8:00 PM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	--W----				1	\$55.00			
N 32	All	10/13/14	10/13/14	Voice, The	8:00 PM-10:00 PM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	M-----				1	\$600.00			
N 33	All	10/11/14	10/11/14	NBC5 News @ 6p Sa	6:00 PM-6:30 PM		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	-----S-				1	\$40.00			
N 34	All	10/11/14	10/11/14	Sa Entertainment Tonight	7:00 PM-8:00 PM		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/06/14	10/12/14	-----S-				1	\$25.00			
Totals											34	\$2,800.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/13/14	34	\$2,800.00	(\$420.00)	\$2,380.00
Totals	34	\$2,800.00	(\$420.00)	\$2,380.00

Signature: _____ Date: _____

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ORDER WORKSHEET

1 of 4

Rep Order# 6996565
EC'd No

Ver# 1 Status New

Traffic Order#

Printed:

08/19/14 12:31 PM

Last Received:

08/19/14 12:16 PM

Showing Buylines:

All Lines

Station KOB-TV MEDFORD, OR.
Advertiser (P413) .ISSUE ADV
Product VOTE YES ON MEAS 92
Estimate# 916
Buyer Barbara Abar

Agency (CPMD) CANAL PARTNERS MEDIA
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E 157/164/916
Flight Dates 10/07/14-10/13/14

Rep Firm PETRY MEDIA CORPORATION
Sales Office (PH) PHILADELPHIA
Salesperson (FEI) FRANK FEINBERG
Sales Assistant THERESA
Salesperson Phone# 215-567-6005
Salesperson Fax# 215-567-5938

--- CONTRACT COMMENT ---

VOTE YES ON MEASURE 92

--- REMARKS ---

THIS IS A NEW ISSUE ORDER **VOTE YES ON MEASURE 92** TOTAL = \$2800 PLS. CONF. ASAP THANKS THERESA **WILL CORRECT ADVERTISER AS SOON AS CODE IS RECEIVED**

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	Tu	6A-7A	NBC5 NWS@SUNRS	30	-	-	\$55.00	10/07-10/07	1	1	1	\$55.00
2	Tu	7A-9A	TODAY SHW<	30	-	-	\$70.00	10/07-10/07	1	1	1	\$70.00
3	Th	7A-9A	TODAY SHW<	30	-	-	\$70.00	10/09-10/09	1	1	1	\$70.00
4	F	7A-9A	TODAY SHW<	30	-	-	\$70.00	10/10-10/10	1	1	1	\$70.00
5	M	7A-9A	TODAY SHW<	30	-	-	\$70.00	10/13-10/13	1	1	1	\$70.00
6	Tu	7A-10A	TODAY SHW<	30	-	-	\$60.00	10/07-10/07	1	1	1	\$60.00
7	W	7A-10A	TODAY SHW<	30	-	-	\$60.00	10/08-10/08	1	1	1	\$60.00
8	F	7A-10A	TODAY SHW<	30	-	-	\$60.00	10/10-10/10	1	1	1	\$60.00
9	M	7A-10A	TODAY SHW<	30	-	-	\$60.00	10/13-10/13	1	1	1	\$60.00
10	W	9A-10A	TODAY SHW2-NBC	30	-	-	\$55.00	10/08-10/08	1	1	1	\$55.00
11	Th	9A-10A	TODAY SHW2-NBC	30	-	-	\$55.00	10/09-10/09	1	1	1	\$55.00
12	F	9A-10A	TODAY SHW2-NBC	30	-	-	\$55.00	10/10-10/10	1	1	1	\$55.00

ORDER WORKSHEET

Rep Order# 6996565 Ver# 1 Status New
EC'd No

Traffic Order#

Printed:
Last Received:
Showing Buylines:08/19/14 12:31 PM
08/19/14 12:16 PM
All Lines 2 of 4Station KOBL-TV MEDFORD, OR.
Advertiser (P413) ISSUE ADV
Product VOTE YES ON MEAS 92
Estimate# 916
Buyer Barbara AbarAgency (CPMD) CANAL PARTNERS MEDIA
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Flight Dates 10/07/14-10/13/14Rep Firm PETRY MEDIA CORPORATION
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Salesperson (FEI) FRANK FEINBERG
Sales Assistant THERESA
Salesperson Phone# 215-567-6005
Salesperson Fax# 215-567-5938

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
13	M	9A-10A	TODAY SHW2-NBC	30	-	-	\$55.00	10/13-10/13	1	1	1	\$55.00
14	Tu	10A-11A	TODAY SHW3-NBC	30	-	-	\$30.00	10/07-10/07	1	1	1	\$30.00
15	W	10A-11A	TODAY SHW3-NBC	30	-	-	\$30.00	10/08-10/08	1	1	1	\$30.00
16	Th	10A-11A	TODAY SHW3-NBC	30	-	-	\$30.00	10/09-10/09	1	1	1	\$30.00
17	F	10A-11A	TODAY SHW3-NBC	30	-	-	\$30.00	10/10-10/10	1	1	1	\$30.00
18	M	10A-11A	TODAY SHW3-NBC	30	-	-	\$30.00	10/13-10/13	1	1	1	\$30.00
19	Tu	4P-5P	DR. OZ	30	-	-	\$40.00	10/07-10/07	1	1	1	\$40.00
20	W	4P-5P	DR. OZ	30	-	-	\$40.00	10/08-10/08	1	1	1	\$40.00
21	Th	4P-5P	DR. OZ	30	-	-	\$40.00	10/09-10/09	1	1	1	\$40.00
22	M	4P-5P	DR. OZ	30	-	-	\$40.00	10/13-10/13	1	1	1	\$40.00
23	Tu	530P-6P	NBC NEWS	30	-	-	\$150.00	10/07-10/07	1	1	1	\$150.00
24	W	530P-6P	NBC NEWS	30	-	-	\$150.00	10/08-10/08	1	1	1	\$150.00
25	Th	530P-6P	NBC NEWS	30	-	-	\$150.00	10/09-10/09	1	1	1	\$150.00
26	F	530P-6P	NBC NEWS	30	-	-	\$150.00	10/10-10/10	1	1	1	\$150.00
27	M	530P-6P	NBC NEWS	30	-	-	\$150.00	10/13-10/13	1	1	1	\$150.00
28	W	6P-7P	MASTERCHEF JUNIOR	30	-	-	\$115.00	10/08-10/08	1	1	1	\$115.00

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Rep Order# 6996565 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/19/14 12:31 PM
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Showing Buylines:

3 of 4

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MARIETTA, GA 30064
Agency C/P1/P2/E 157/164/916
Flight Dates 10/07/14-10/13/14

Rep Firm PETRY MEDIA CORPORATION
Sales Office (PH) PHILADELPHIA
Salesperson (FEI) FRANK FEINBERG
Sales Assistant THERESA
Salesperson Phone# 215-567-6005
Salesperson Fax# 215-567-5938

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
29	W	7P-730P	ENT TONIGHT 30	30	-	-	\$55.00	10/08-10/08	1	1	1	\$55.00
30	F	7P-730P	ENT TONIGHT 30	30	-	-	\$55.00	10/10-10/10	1	1	1	\$55.00
31	W	730P-8P	INSIDER	30	-	-	\$55.00	10/08-10/08	1	1	1	\$55.00
32	M	8P-10P	VOICE-NBC	30	-	-	\$600.00	10/13-10/13	1	1	1	\$600.00
33	Sa	6P-630P	NEC5 SAT 6PM	30	-	-	\$40.00	10/11-10/11	1	1	1	\$40.00
34	Sa	7P-8P	ENT TONIGHT 60	30	-	-	\$25.00	10/11-10/11	1	1	1	\$25.00

--REPORT TOTALS--

Report Totals: 34 / \$2,800.00

--SALES MONTHLY TOTALS--

Oct2014: 34/ \$2,800.00
Order Totals: 34 / \$2,800.00 Total GRPs: 0.0

--COMPETITIVE--

Market Totals	\$2,800.00	CATV .00%	KDRV .00%	KMFD .00%	KOBV .00%	KOBI 100.00%
		KOTI .00%	KTVL .00%			

--COMPETITIVE COMMENTS--

COMPETITIVE FOR BOOKING PURPOSES ONLY...CORRECT SHARES TO FOLLOW

Books [null]
Demos RA35+P

ORDER WORKSHEET

Rep Order#	6996565	Ver#	1	Status	New	Traffic Order#	Printed:	08/19/14 12:31 PM	4 of	4
EC'd	No						Last Received:	08/19/14 12:16 PM		
							Showing Buylines:	All Lines		

Station	KOBI-TV MEDFORD, OR.	Agency	(CPMD) CANAL PARTNERS MEDIA	Rep Firm	PETRY MEDIA CORPORATION
Advertiser	(P413) ISSUE ADV		25 WHITLOCK PLACE, 2ND FL	Sales Office	(PH) PHILADELPHIA
Product	VOTE YES ON MEAS 92		MARIETTA, GA 30064	Salesperson	(FEI) FRANK FEINBERG
Estimate#	916	Agency C/P1/P2/E	157/164/916	Sales Assistant	THERESA
Buyer	Barbara Abbar	Flight Dates	10/07/14-10/13/14	Salesperson Phone#	215-567-6005
				Salesperson Fax#	215-567-5938

--- CREDIT RISK ---
CASH IN ADVANCE