

## ORDER



12

**Orders**  
**Order / Rev:** 4731  
**Alt Order #:** 08181002  
**Product Desc:** 2768  
**Estimate:** 2768  
**Flight Dates:** 10/21/14 - 10/24/14  
**Original Date / Rev:** 10/17/14 / 10/17/14  
**Order Type:** GENERAL

**KOBI**  
**Primary AE:** Philadelphia Katz Eagle  
**Sales Office:** N-PHI  
**Sales Region:** National

**Agency**  
**Name:** Canal Partners Media  
**Buying Contact:**  
**Billing Contact:**  
 25 Whitlock Place, 2nd Floor  
 Marietta, GA 30064

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Yes on 90 - Medford  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Priority:** P-02  
**Revenue Codes:** AGY, REG, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/29/14	10/24/14	29	\$5,575.00	\$4,738.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2014	29	\$5,575.00	\$4,738.75	0.00
<b>Totals</b>	<b>29</b>	<b>\$5,575.00</b>	<b>\$4,738.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Philadelphia Katz Eagle			Start Of Order - End Of Order	100%

Order Share	Share	Total
KOBI	17%	\$5,575.00
Market	100%	\$32,794.12

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBDM	0%	\$0.00
KDKF	0%	\$0.00
KDRV	35%	\$11,477.94
KFTS	0%	\$0.00
KMVU	10%	\$3,279.41
KOTI	0%	\$0.00
KSYS	0%	\$0.00
KTVL	37%	\$12,133.82
MOBI	0%	\$0.00
NTVL	0%	\$0.00
UNKWN	1%	\$327.94

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	All	10/21/14	10/24/14	M-F 530a-6a NBC5 News @ Sunrise	CM	5:30 AM-6:00 AM	-TWTF--	:30	2	\$35.00	P-02	0.00	NM	2	\$70.00
NBC5 NW@5:30AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	-TWTF--			2			\$35.00		0.00			
2	All	10/21/14	10/24/14		CM	6:00 AM-7:00 AM	-TWTF--	:30	2	\$100.00	P-02	0.00	NM	2	\$200.00

Order / Rev: 4731  
Alt Order #: 08181002  
Flight Dates: 10/21/14 - 10/24/14

Advertiser: Yes on 90 - Medford  
Product Desc: 2768  
Estimate: 2768  
KOB1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6a-7a NBC5 News @ Sunrise															
NBC5 NWS@SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/20/14	10/26/14	-TWTF--			2		\$100.00		0.00				
3	All	10/21/14	10/24/14	Today Show I Today Show I	CM	7:00 AM-9:00 AM	-TWTF--	:30	2	\$175.00	P-02	0.00	NM	2	\$350.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/20/14	10/26/14	-TWTF--			2		\$175.00		0.00				
4	All	10/21/14	10/24/14	Today Show II Today Show II	CM	9:00 AM-10:00 AM	-TWTF--	:30	2	\$125.00	P-02	0.00	NM	2	\$250.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/20/14	10/26/14	-TWTF--			2		\$125.00		0.00				
5	All	10/21/14	10/24/14	Today Show III Today Show III	CM	10:00 AM-11:00 AM	-TWTF--	:30	2	\$50.00	P-02	0.00	NM	2	\$100.00
TODAY SHW3-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/20/14	10/26/14	-TWTF--			2		\$50.00		0.00				
6	All	10/21/14	10/24/14	M-F 1p-2p Days of our Lives	CM	1:00 PM-2:00 PM	-TWTF--	:30	2	\$80.00	P-02	0.00	NM	2	\$160.00
DAYS-OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/20/14	10/26/14	-TWTF--			2		\$80.00		0.00				
7	All	10/21/14	10/24/14	M-F 3p-4p Meredith Vieira	CM	3:00 PM-4:00 PM	-TWTF--	:30	2	\$40.00	P-02	0.00	NM	2	\$80.00
MEREDITH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/20/14	10/26/14	-TWTF--			2		\$40.00		0.00				
8	All	10/21/14	10/24/14	M-F 4p-5p Dr. Oz	CM	4:00 PM-5:00 PM	-TWTF--	:30	2	\$100.00	P-02	0.00	NM	2	\$200.00
DR. OZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/20/14	10/26/14	-TWTF--			2		\$100.00		0.00				
9	All	10/21/14	10/24/14	NBC5 News @ 6p M-F NBC5 News @ 6p	CM	6:00 PM-7:00 PM	-TWTF--	:30	2	\$200.00	P-02	0.00	NM	2	\$400.00
NBC5 NWS @6PM/NBC5 NWS @630P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/20/14	10/26/14	-TWTF--			2		\$200.00		0.00				
10	All	10/21/14	10/24/14	M-F 7p-730p M-F Entertainment Tonight	CM	7:00 PM-7:30 PM	-TWTF--	:30	2	\$100.00	P-02	0.00	NM	2	\$200.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/20/14	10/26/14	-TWTF--			2		\$100.00		0.00				
11	All	10/21/14	10/24/14	M-F 730p-8p M-F The Insider	CM	7:30 PM-8:00 PM	-TW-F--	:30	2	\$100.00	P-02	0.00	NM	2	\$200.00
INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/20/14	10/26/14	-TW-F--			2		\$100.00		0.00				
12	All	10/21/14	10/21/14	Tue Prime Other Tue Prime Other	CM	8:00 PM-10:00 PM	-T-----	:30	1	\$900.00	P-02	0.00	NM	1	\$900.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/20/14	10/26/14	-T-----			1		\$900.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	All	10/20/14-10/26/14		Tue Prime Hr 1		8p-9p	-T-----	:30		\$900.00		0.00	NM		
13	All	10/21/14	10/21/14	Tue Prime Hr 2 Marry Me/About A Boy	CM	9:00 PM-10:00 PM	-T-----	:30	1	\$650.00	P-02	0.00	NM	1	\$650.00
MARRY / BOY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

Order / Rev: 4731  
Alt Order #: 08181002  
Flight Dates: 10/21/14 - 10/24/14

Advertiser: Yes on 90 - Medford  
Product Desc: 2768  
Estimate: 2768  
KOB1

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	All	10/21/14	10/21/14	Tue Prime Hr 2 Marry Me/About A Boy	CM	9:00 PM-10:00 PM	-T-----	:30	1	\$650.00	P-02	0.00	NM	1	\$650.00
MARRY / BOY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/20/14		10/20/14	10/26/14	-T-----	1		\$650.00		0.00						
14	All	10/22/14	10/22/14	Wed Prime Hr 1 Mysteries of Laura	CM	8:00 PM-9:00 PM	--W----	:30	1	\$300.00	P-02	0.00	NM	1	\$300.00
LAURA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/20/14		10/20/14	10/26/14	--W----	1		\$300.00		0.00						
E 15	All	10/23/14	10/23/14	Thu Prime Hr 2 Thu Prime Hr 2	CM	9:00 PM-10:00 PM	---T---	:30	1	\$500.00	P-02	0.00	NM	1	\$500.00
BIGGEST LOSER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/20/14		10/20/14	10/26/14	---T---	1		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	All	10/20/14-10/26/14		Thu Prime Hr 2	9:00 PM-10:00 PM		---Th-----	:30		<del>(\$500.00)</del>		0.00	NM		
See MG 15.2															
[Schedule Change]															
2	All	10/20/14-10/26/14		Thu Prime Hr 2	8:00 PM-9:00 PM		8:00 PM-9:00 P---Th-----	:30		\$500.00		0.00	NM		
Ⓜ MG for 15.1 10/23															
[Program Time Change]															
16	All	10/24/14	10/24/14	Fri Prime Hr 1 Dateline	CM	8:00 PM-9:00 PM	----F--	:30	1	\$400.00	P-02	0.00	NM	1	\$400.00
DATELINE FR-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/20/14		10/20/14	10/26/14	----F--	1		\$400.00		0.00						
17	All	10/24/14	10/24/14	Fri Prime Hr 2 Grimm	CM	9:00 PM-10:00 PM	----F--	:30	1	\$600.00	P-02	0.00	NM	1	\$600.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/20/14		10/20/14	10/26/14	----F--	1		\$600.00		0.00						
18	All	10/21/14	10/24/14	AgDay AgDay	CM	5:00 AM-5:30 AM	-TWTF--	:30	1	\$15.00	P-02	0.00	NM	1	\$15.00
NBC5 NW@5A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/20/14		10/20/14	10/26/14	-TWTF--	1		\$15.00		0.00						
													Totals	29	\$5,575.00

# ORDER WORKSHEET

Rep Order# 8181002 Ver# 3 Status Revised Traffic Order# 4731 Printed: 10/21/14 12:52 PM 1 of 3  
 EC'd Yes Last Received: 10/21/14 12:52 PM  
 Showing Buylines: All Lines

Station KOB-TV MEDFORD  
 Advertiser (YO90) YES ON 90  
 Product None  
 Estimate# 2768  
 Buyer Devon Prescod  
 Agency (CAPM) CANAL PARTNERS MEDIA  
 25 WHITLOCK PLACE, SUITE 201  
 MARIETTA, GA 30064  
 Agency C/P1/P2/E 427/508/2768  
 Flight Dates 10/18/14-10/24/14  
 Rep Firm EAGLE TELEVISION  
 Sales Office (PH) PHILADELPHIA  
 Salesperson (SR) SHEPARD RITZEN  
 Sales Assistant SHEPARD  
 Salesperson Phone# 215-557-4203  
 Salesperson Fax#

## --- CONTRACT COMMENT ---

NEW ORDER  
 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* 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 COMMUNICATIONS, INC. (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.

## --- REMARKS ---

IN15: CORRECT TP

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M-F	530A-6A	NBC5 NM@5:30AM	30	-	-	\$35.00	10/20-10/24	2	2	\$70.00
2	M-F	6A-7A	NBC5 NWS@SUNRS	30	-	-	\$100.00	10/20-10/24	2	2	\$200.00
3	M-F	7A-9A	TODAY SHW<	30	-	-	\$175.00	10/20-10/24	2	2	\$350.00
4	M-F	9A-10A	TODAY SHW2-NBC	30	-	-	\$125.00	10/20-10/24	2	2	\$250.00
5	M-F	10A-11A	TODAY SHW3-NBC	30	-	-	\$50.00	10/20-10/24	2	2	\$100.00
6	M-F	1P-2P	DAYS-OUR LIVES	30	-	-	\$80.00	10/20-10/24	2	2	\$160.00
7	M-F	3P-4P	MEREDITH	30	-	-	\$40.00	10/20-10/24	2	2	\$80.00
8	M-F	4P-5P	DR. OZ	30	-	-	\$100.00	10/20-10/24	2	2	\$200.00
9	M-F	6P-7P	NBC5 NWS @6PM/NBC5 NWS @630P	30	-	-	\$200.00	10/20-10/24	2	2	\$400.00
10	M-F	7P-730P	ENT TONIGHT 30	30	-	-	\$100.00	10/20-10/24	2	2	\$200.00

# ORDER WORKSHEET

Rep Order# 8181002 Ver# 3  
EC'd Yes

Status Revised

Traffic Order# 4731

Last Received:  
10/21/14 12:52 PM  
Showing Buylines:

Printed: 10/21/14 12:52 PM  
10/21/14 12:52 PM  
All Lines

Station KOB-TV MEDFORD  
Advertiser (Y090) YES ON 90  
Product None  
Estimate# 2768  
Buyer Devon Prescod

Agency (CAPM) CANAL PARTNERS MEDIA  
25 WHITLOCK PLACE, SUITE 201  
MARLETTA, GA 30064  
Agency C/P1/P2/E 427/508/2768  
Flight Dates 10/18/14-10/24/14

Rep Firm EAGLE TELEVISION  
Sales Office (PH) PHILADELPHIA  
Salesperson (SR) SHEPARD RITZEN  
Sales Assistant SHEPARD  
Salesperson Phone# 215-557-4203  
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
11	M-F	730P-8P	INSIDER	30	-	-	\$100.00	10/20-10/24	2	2	\$200.00
12	Tu	8P-10P	VOICE	30	-	-	\$900.00	10/21-10/21	1	1	\$900.00
13	Tu	9P-10P	MARRY / BOY	30	-	-	\$650.00	10/21-10/21	1	1	\$650.00
14	W	8P-9P	LAURA	30	-	-	\$300.00	10/22-10/22	1	1	\$300.00
15*	Th	8P-9P	BIGGEST LOSER Sales remark: V3 CORRECT TP V3 Time Changed, Comment Changed	30	-	-	\$500.00	10/23-10/23	1	1	\$500.00
16	F	8P-9P	DATELINE FR-NBC	30	-	-	\$400.00	10/24-10/24	1	1	\$400.00
17	F	9P-10P	GRIMM	30	-	-	\$600.00	10/24-10/24	1	1	\$600.00
18	M-F	5A-530A	NBC5 NM@5A	30	-	-	\$15.00	10/20-10/24	1	1	\$15.00

## ---REPORT TOTALS---

Report Totals: 29 / \$5,575.00

## ---SALES MONTHLY TOTALS---

Oct2014: 29 / \$5,575.00

Order Totals: 29 / \$5,575.00 Total GRPs: 0.0

## --- COMPETITIVE ---

Market Totals	\$31,337.83	CABL .00%	KDRV 36.05%	KFBI .00%	KMVU 8.17%	KOBI 17.79%
		KOTI .00%	KTVL 38.00%			

## --- COMPETITIVE COMMENTS ---

UPDATED SHARES

ORDER WORKSHEET

Rep Order# 8181002 Ver# 3  
EC'd Yes

Status Revised

Traffic Order# 4731

Last Received:  
Showing Buylines:

Printed: 10/21/14 12:52 PM  
10/21/14 12:52 PM  
All Lines

3 of 3

Station KOB-TV MEDFORD  
Advertiser (YO90) YES ON 90  
Product None  
Estimate# 2768  
Buyer Devon Prescod

Agency (CAPM) CANAL PARTNERS MEDIA  
25 WHITLOCK PLACE, SUITE 201  
MARLETTA, GA 30064  
Agency C/P1/P2/E 427/508/2768  
Flight Dates 10/18/14-10/24/14

Rep Firm EAGLE TELEVISION  
Sales Office (PH) PHILADELPHIA  
Salesperson (SR) SHEPARD RITZEN  
Sales Assistant SHEPARD  
Salesperson Phone# 215-557-4203  
Salesperson Fax#

Books [NOV14]  
Demos RA35+P

--- CREDIT RISK ---  
STANDARD CREDIT TERMS