

ORDER WORKSHEET

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Rep Order# 8167888 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/16/14 1:18 PM
Last Received: 09/15/14 3:31 PM
Showing Buylines: All Lines

2 of 4

Station KOB-TV MEDFORD
Advertiser (WEHM) WEHBY, MONICA
Product WEHBY/SENATE
Estimate# 5768-91553
Buyer ANDREA MASSAR

Agency (5201) STRATEGIC MEDIA SERVICES
1911 NORTH FT MYER DRIVE, SUITE 400
ARLINGTON, VA 2000222097
Agency C/P1/P2/E 5768-91553
Flight Dates 09/17/14-09/23/14

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

Ln	Day	Time	Program	Len	RTG/IMP	GRPS/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
8	Tu	10A-11A	Buy Comment: TODAY SHOW III	30	-	-	\$20.00	09/23-09/23	1	1	\$20.00
9	W-F	3P-4P	Buy Comment: MEREDITH 1X PER DAY	30	-	-	\$25.00	09/17-09/19	3	3	\$75.00
10	Tu	3P-4P	Buy Comment: MEREDITH	30	-	-	\$25.00	09/23-09/23	1	1	\$25.00
11	Th-F	4P-5P	Buy Comment: DR OZ 1X PER DAY	30	-	-	\$25.00	09/18-09/19	2	2	\$50.00
12	M-Tu	4P-5P	Buy Comment: DR OZ 1X PER DAY	30	-	-	\$25.00	09/22-09/23	2	2	\$50.00
13	Th	6P-7P	Buy Comment: NBC5 NEWS AT 6	30	-	-	\$75.00	09/18-09/18	1	1	\$75.00
14	Tu	6P-7P	Buy Comment: NBC5 NEWS AT 6	30	-	-	\$75.00	09/23-09/23	1	1	\$75.00
15	Th-F	7P-730P	Buy Comment: ENTERTAINMENT TONIGHT 1X PER DAY	30	-	-	\$35.00	09/18-09/19	2	2	\$70.00
16	W-F	11P-1135P	Buy Comment: NEWSCHANNEL AT 11 1X PER DAY	30	-	-	\$50.00	09/17-09/19	3	3	\$150.00
17	M-Tu	11P-1135P	Buy Comment: NEWSCHANNEL AT 11 1X PER DAY	30	-	-	\$50.00	09/22-09/23	2	2	\$100.00
18	W-F	1135P-1235A	Buy Comment: TONIGHT SHOW 2X PER DAY	30	-	-	\$40.00	09/17-09/19	6	6	\$240.00

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

RS
7

--- CONTRACT COMMENT ---

MONICA WEHBY FOR SENATE
 *****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 ---

NEW ORDER FOR DR. MONICA WEHBY FOR US SENATE COMMITTEE. TOTAL = 1530. FLIGHT DATES: 9/17-9/23. PLEASE CONFIRM T/R MIGUEL

WTE

Ln	Day	Time	Program	Len	RTG/IMP	GRPS/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Th	6A-7A	-	30	-	-30	\$35.00	09/18-09/18	1	1	\$35.00
			Buy Comment: NBC NEWS AT 6A								
2	M-Tu	6A-7A	-	30	-	-30	\$35.00	09/22-09/23	2	2	\$70.00
			Buy Comment: NBC NEWS AT 6A 1X PER DAY								
3	Th-F	7A-9A	-	30	-	-75	\$45.00	09/18-09/19	2	2	\$90.00
			Buy Comment: TODAY SHOW 1X PER DAY								
4	Tu	7A-9A	-	30	-	-75	\$45.00	09/23-09/23	1	1	\$45.00
			Buy Comment: TODAY SHOW								
5	W	9A-10A	-	30	-	-75	\$35.00	09/17-09/17	1	1	\$35.00
			Buy Comment: TODAY SHOW II								
6	M	9A-10A	-	30	-	-75	\$35.00	09/22-09/22	1	1	\$35.00
			Buy Comment: TODAY SHOW II								
7	Th	10A-11A	-	30	-	-75	\$20.00	09/18-09/18	1	1	\$20.00
			Buy Comment: TODAY SHOW III								

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Sales Assistant MIGUEL
Salesperson Phone# 215-557-4203
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
19	M-Tu	1135P-1235A	-	30	-	-	\$40.00	09/22-09/23	4	4	\$160.00
			Buy Comment: TONIGHT SHOW 2X PER DAY								
20	Sa	6A-8A	-	30	-	-	\$15.00	09/20-09/20	1	1	\$15.00
			Buy Comment: SATURDAY TODAY								
21	Sa	6P-630P	-	30	-	-	\$25.00	09/20-09/20	1	1	\$25.00
			Buy Comment: NBC5 NEWS AT 6								
22	Sa	630P-7P	-	30	-	-	\$25.00	09/20-09/20	1	1	\$25.00
			Buy Comment: INSIDER SAT								
23	Sa	11P-1135P	-	30	-	-	\$25.00	09/20-09/20	1	1	\$25.00
			Buy Comment: NEWSCHANNEL AT 11								
24	Su	11P-1135P	-	30	-	-	\$20.00	09/21-09/21	1	1	\$20.00
			Buy Comment: NEWSCHANNEL AT 11								

REPORT TOTALS

Report Totals: 42 / \$1,530.00

SALES MONTHLY TOTALS

Sep2014: 42 / \$1,530.00

Order Totals: 42 / \$1,530.00 Total GRPs: 0.0

COMPETITIVE

Market Totals \$11,426.44

CABL .00%
KOTI .00%

KDRV 47.46%
KTUL 28.08%

KFBI .00%

KMYV 11.07%

KOBI

13.39%

COMPETITIVE COMMENTS

UPDATED SHARES

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Salesperson Fax#

Books [JUL14]
Demos RA35+P

— CREDIT RISK —
STANDARD CREDIT TERMS

From: Ritzen, Shepard <Shepard.Ritzen@EagleTVSales.com>
To: Bob Wise <rwise@kobi5.com>
Date: 09/15/2014 01:38 PM
Subject: RE: FW: Wehby for US Senate Order

Hi Bob,

Thanks for getting back!

I currently have the following for rates:

3x 6am - 7am \$35
3x 7am-9am \$45
2x 6pm-7pm \$75

To reduce all of those to

3x 6am - 7am \$30
3x 7am-9am \$35
2x 6pm-7pm \$35

We would save \$125 total

The original ttl is \$1530, so this would make our revise ttl \$1405...is this correct?

Also, would we like to offer them anything for this revised \$ total? Please advise,

Thanks!

Shepard Ritzen
Eagle TV Sales - Philadelphia
111 Presidential Blvd, ste 110
Bala Cynwyd, PA 19004
215-567-7950 (p)
215-567-6338 (f)
215-557-4203 (direct)
shepard.ritzen@eagletvsales.com

From: Bob Wise [mailto:rwise@kobi5.com]
Sent: Monday, September 15, 2014 4:33 PM
To: Ritzen, Shepard
Subject: Re: FW: Wehby for US Senate Order

Hello Shepard,

Please make these adjustments:

6am - 7am \$30
7am-9am \$35
6pm-7pm \$35

Should bring the total order down to \$1450. Let me know you received this. Thanks, bob

Bob Wise
Vice President / General Manager
KOBI TV / NBC 5 and KOTI TV / NBC 2
125 South Fir St.
Medford, OR 97501

Direct Line: 541-282-1205
Cell Number: 541-821-7942

www.kobi5.com
www.somp.org

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

From: Ritzen, Shepard [<mailto:Shepard.Ritzen@EagleTVSales.com>]
To: rwise@kobi5.com [<mailto:rwise@kobi5.com>]
Sent: Mon, 15 Sep 2014 13:18:17 -0800
Subject: FW: Wehby for US Senate Order

Thanks for calling back, Bob!

Here is our copy of the order. Let me know what needs to be changed, and I'll go back to the buyer with all revisions.

Thanks!

Shepard Ritzen
Eagle TV Sales - Philadelphia
111 Presidential Blvd, ste 110
Bala Cynwyd, PA 19004
215-567-7950 (p)
215-567-6338 (f)
215-557-4203 (direct)
shepard.ritzen@eagletvsales.com

From: Andrea Massar [<mailto:amassar@strategicmediaservices.com>]
Sent: Monday, September 15, 2014 2:56 PM
To: Ritzen, Shepard
Subject: Wehby for US Senate Order

Good Afternoon,

Please find a new order attached for Dr. Monica Wehby for US Senate. This should run 9.17-9.23. Please review and confirm receipt. Let me know if you have any questions.

Thank you,
Andrea

Andrea Massar | Media Buyer | Strategic Media Services, Inc. | p: 202.337.5700 | f: 703-527-6245
New Address - 1911 North Ft. Myer Drive, Suite 400, Arlington, VA 22209

REFERENCE NO.	DESCRIPTION	INVOICE DATE	INVOICE AMOUNT	DISCOUNT TAKEN	AMOUNT PAID
	Flt dates - 9/17-9/23/14				1,300.50
					0.00
CHECK DATE	CHECK NO.	PAYEE	DISCOUNTS TAKEN	CHECK AMOUNT	
9/15/14	90025	KOBI-TV		\$1,300.50	

SECURITY FEATURES INCLUDE TRUE WATERMARK PAPER, HEAT SENSITIVE ICON AND FOIL HOLOGRAM.

Strategic Media Services, Inc.

1911 North Ft. Myer Drive
Suite 400
Arlington, VA 22209
(202)337-5700

Check Number: 90025

BB&T
BRANCH BANKING AND TRUST COMPANY
68-531/560

90025

FRAUDARMOR

DATE

Sep 15, 2014

AMOUNT

\$1,300.50

One Thousand Three Hundred and 50/100 Dollars

PAY
TO THE
ORDER
OF: KOBI-TV

Void After 90 Days



AUTHORIZED SIGNATURE

⑈090025⑈ ⑆056005318⑆0000159760871⑈

Strategic Media Services, Inc.

90025

REFERENCE NO.	DESCRIPTION	INVOICE DATE	INVOICE AMOUNT	DISCOUNT TAKEN	AMOUNT PAID
	Flt dates - 9/17-9/23/14				1,300.50
CHECK DATE	CHECK NO.	PAYEE	DISCOUNTS TAKEN	CHECK AMOUNT	
9/15/14	90025	KOBI-TV		\$1,300.50	