

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	TODAY SHOW III	30	-	-15	\$20.00	09/23-09/23	1	1	\$20.00
Buy Comment: TODAY SHOW III											
9	W-F	3P-4P	MEREDITH 1X PER DAY	30	-	-8	\$25.00	09/17-09/19	3	3	\$75.00
Buy Comment: MEREDITH 1X PER DAY											
10	Tu	3P-4P	MEREDITH	30	-	-6	\$25.00	09/23-09/23	1	1	\$25.00
Buy Comment: MEREDITH											
11	Th-F	4P-5P	DR OZ 1X PER DAY	30	-	-20	\$25.00	09/18-09/19	2	2	\$50.00
Buy Comment: DR OZ 1X PER DAY											
12	M-Tu	4P-5P	DR OZ 1X PER DAY	30	-	-20	\$25.00	09/22-09/23	2	2	\$50.00
Buy Comment: DR OZ 1X PER DAY											
13	Th	6P-7P	NBC5 NEWS AT 6	30	-	-25	\$75.00	09/18-09/18	1	1	\$75.00
Buy Comment: NBC5 NEWS AT 6											
14	Tu	6P-7P	NBC5 NEWS AT 6	30	-	-25	\$75.00	09/23-09/23	1	1	\$75.00
Buy Comment: NBC5 NEWS AT 6											
15	Th-F	7P-730P	ENTERTAINMENT TONIGHT 1X PER DAY	30	-	-15	\$35.00	09/18-09/19	2	2	\$70.00
Buy Comment: ENTERTAINMENT TONIGHT 1X PER DAY											
16	W-F	11P-1135P	NEWSCHANNEL AT 11 1X PER DAY	30	-	-15	\$50.00	09/17-09/19	3	3	\$150.00
Buy Comment: NEWSCHANNEL AT 11 1X PER DAY											
17	M-Tu	11P-1135P	NEWSCHANNEL AT 11 1X PER DAY	30	-	-15	\$50.00	09/22-09/23	2	2	\$100.00
Buy Comment: NEWSCHANNEL AT 11 1X PER DAY											
18	W-F	1135P-1235A	TONIGHT SHOW 2X PER DAY	30	-	-25	\$40.00	09/17-09/19	6	6	\$240.00
Buy Comment: TONIGHT SHOW 2X PER DAY											

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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 MCGUEL

WTE

Ln	Day	Time	Program	Len	RTG/IMP	GRPS/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Th	6A-7A	NBC NEWS AT 6A	30	-	-30	\$35.00	09/18-09/18	1	1	\$35.00
Buy Comment: NBC NEWS AT 6A											
2	M-Tu	6A-7A	NBC NEWS AT 6A	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	TODAY SHOW 1X PER DAY	30	-	-75	\$45.00	09/18-09/19	2	2	\$90.00
Buy Comment: TODAY SHOW 1X PER DAY											
4	Tu	7A-9A	TODAY SHOW	30	-	-75	\$45.00	09/23-09/23	1	1	\$45.00
Buy Comment: TODAY SHOW											
5	W	9A-10A	TODAY SHOW II	30	-	-75	\$35.00	09/17-09/17	1	1	\$35.00
Buy Comment: TODAY SHOW II											
6	M	9A-10A	TODAY SHOW II	30	-	-75	\$35.00	09/22-09/22	1	1	\$35.00
Buy Comment: TODAY SHOW II											
7	Th	10A-11A	TODAY SHOW III	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%
 KTVL 28.08%

KFBI .00%

KWVU 11.07%

KOBI 13.39%

---COMPETITIVE COMMENTS---

UPDATED SHARES

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Salesperson Phone# 215-577-4203
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

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

90025
 FRAUDARMOR

Check Number: 90025

DATE
 Sep 15, 2014
 AMOUNT

Memo: Wehby

\$1,300.50

One Thousand Three Hundred and 50/100 Dollars

PAY TO THE ORDER OF: KOBI-TV

Void After 90 Days



AUTHORIZED SIGNATURE

[Handwritten Signature]

⑈090025⑈ ⑆056005318⑆0000159760871⑈

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