

CONTRACT



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

kobi5.com

And:

Screen Strategies Media
Attention: Caroline Bahng
11150 Fairfax Blvd., Suite 505
Fairfax, VA 22030

Contract / Revision 4050 /		Alt Order #
Product 883		
Contract Dates 09/11/14 - 09/12/14		Estimate # 883
Advertiser Merkley for Senate - MEDFORD		Original Date / Revision 09/10/14 / 09/10/14
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOBI	Account Executive Bob Wise	Sales Office Local-Medford
Special Handling		
Demographic Households		
IDB#	Advertiser Code	Product Code
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	09/11/14	09/12/14	NBC5 News @ Sunrise	6a-7a		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/08/14	09/14/14	---T---				1	\$30.00			
N 2	All	09/11/14	09/12/14	Today Show I	7a-9a		:30			NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/08/14	09/14/14	----F--				1	\$45.00			
N 3	All	09/11/14	09/12/14	Dr. Oz	4p-5p		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/08/14	09/14/14	----F--				1	\$20.00			
N 4	All	09/11/14	09/12/14	M-F NBC Nightly News	530p-6p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/08/14	09/14/14	----F--				1	\$150.00			
N 5	All	09/11/14	09/12/14	M-F NBC5 News @ 6p	6p-7p		:30			NM	1	\$39.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/08/14	09/14/14	---T---				1	\$39.00			
N 6	All	09/11/14	09/12/14	Biggest Loser	8-10p		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/08/14	09/14/14	---T---				1	\$225.00			
N 7	All	09/11/14	09/12/14	Dateline	9:00 PM-11:00 PM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/08/14	09/14/14	----F--				1	\$50.00			
N 8	All	09/11/14	09/12/14	Late 11p News M-F	9:00 PM-11:00 PM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/08/14	09/14/14	----F--				1	\$50.00			
N 9	All	09/11/14	09/12/14	Tonight Show: Fallon	1135p-1236a		:30			NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/08/14	09/14/14	---TF--				2	\$50.00			
Totals											10	\$709.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/01/14 - 09/12/14	10	\$709.00	(\$106.35)	\$602.65
Totals	10	\$709.00	(\$106.35)	\$602.65

(* 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.



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<u>Contract / Revision</u> 4050 /		<u>Alt Order #</u>
<u>Contract Dates</u> 09/11/14 - 09/12/14	<u>Product</u> 883	<u>Estimate #</u> 883
<u>Advertiser</u> Merkley for Senate - MED		<u>Original Date / Revision</u> 09/10/14 / 09/10/14

Signature: _____ **Date:** _____

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\$4050

Buy Detail Report

Revision #: Date: 9/10/2014

Client: Merkley for Senate 2014
Media: TV
Product: General
Market: Medford-Ashland
Separation between spots: 30

Estimate: 883
Description: Merkley for Senate 9/11-14/2014 TV
Flight Start Date: 9/11/2014 05:00 AM
Flight End Date: 9/14/2014 12:00 AM
Survey: Nov13 DMA Nielsen Live+1
Buyer: Sandra Malone

Vendor: KOB-TV
125 S. Fir Street
Medford, OR 97501
Contact: Alan Plotkin (GSM)
Phone: 541-779-5555
Fax: 541-779-5564
Affiliation: NBC

Send Billing To: Screen Strategies Media
11150 Fairfax Blvd
Suite 505
Fairfax, VA 22030
Phone: 703-272-7300

Line No	Daypart Program	Daypart Code	STN Gross	Days	Dur	Thu 9/11	Fri 9/12	Total Spots
KOB-TV								
15	MTuWThF 6:00a- 7:00a KOB 6a News	EM	\$30.00	30	1			1
16	MTuWThF 7:00a- 9:00a Today Show	EM	\$45.00	30			1	1
17	MTuWThF 4:00p- 5:00p Dr. Oz	EF	\$20.00	30	1			1
18	MTuWThF 5:30p- 6:00p KOB 5:30p News	EN	\$150.00	30			1	1
19	MTuWThF 6:00p- 7:00p KOB 6p News	EN	\$39.00	30	1			1
20	Th 8:00p-10:00p Biggest Loser	PT	\$225.00	30	1			1
21	F 9:00p-11:00p Dateline	PT	\$50.00	30			1	1
22	MTuWThF 11:00p-11:30p KOB 11p News	LN	\$50.00	30			1	1
23	MTuWThF 11:30p-12:30a Tonight Show	LF	\$50.00	30	1	1		2
Total Cost:				Total Spots:	5	5		10
								10

Signature: 

Disclaimer:

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

KOBI-TV

Date: 9/9/2014

I, Screen Strategies Media,

being/on behalf of: Jeff Merkley,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/4/2014

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): \$428.40

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

Jeff Merkley for Oregon

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Kevin Neely

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

To Be Signed By Candidate or Authorized Committee

9/9/2014

Date

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

12970

SCREEN STRATEGIES MEDIA

MEDIA FUNDS ACCOUNT

11150 FAIRFAX BLVD

SUITE 505

FAIRFAX, VA 22030

703-272-7300

WELLS FARGO BANK, N.A.

DENVER

DENVER, CO 80274

23-7-1020

9/9/2014

PAY TO THE
ORDER OF KOBI-TV

\$**428.40

Four Hundred Twenty-Eight and 40/100*****

DOLLARS

MEMO

Merkley for Senate 2014 (Sep 11-14, 2014)

AUTHORIZED SIGNATURE

06297018 102000761 309042773711

SCREEN STRATEGIES MEDIA

MEDIA FRIENDS ACCOUNT

Merkley For Senate 2014/Sep 11-14, 2014 M

12970

9/9/2014

428.40

174.25
short e/m
sent 9/10/14
9/12/14

Media Fund

Merkley for Senate 2014 (Sep 11-14, 2014)

428.40