

CONTRACT



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

kobi5.com

And:

Strategic Media Services
1911 North Ft. Myer Drive, Suite 400
Arlington, VA 22209

V2

<u>Contract / Revision</u> 4036 /		<u>Alt Order #</u> 06997294
<u>Product</u> MONICA WEHBY		
<u>Contract Dates</u> 09/10/14 - 09/16/14		<u>Estimate #</u> 9/10-9/16
<u>Advertiser</u> Monica Wehby for Senate		<u>Original Date / Revision</u> 09/09/14 / 09/10/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOBI	<u>Account Executive</u> Kate (Philadelphia) B	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> WEHB	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	All	09/11/14	09/11/14	NBC5 News @ Sunrise	6:00 AM-7:00 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:		09/08/14	09/14/14	---T---				1	\$30.00			
N 2	All	09/15/14	09/16/14	NBC5 News @ Sunrise	6:00 AM-7:00 AM		:30			NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	MT-----				2	\$30.00			
N 3	All	09/11/14	09/12/14	Today Show I	7:00 AM-9:00 AM		:30			NM	2	\$90.00
		<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	\$45.00			
N 4	All	09/16/14	09/16/14	Today Show I	7:00 AM-9:00 AM		:30			NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	-T-----				1	\$45.00			
N 5	All	09/10/14	09/10/14	Today Show II	9:00 AM-10:00 AM		:30			NM	1	\$35.00
		<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	--W----				1	\$35.00			
N 6	All	09/15/14	09/15/14	Today Show II	9:00 AM-10:00 AM		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	M-----				1	\$35.00			
N 7	All	09/11/14	09/11/14	Today Show III	10:00 AM-11:00 AM		: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	---T---				1	\$20.00			
N 8	All	09/16/14	09/16/14	Today Show III	10:00 AM-11:00 AM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	-T-----				1	\$20.00			
N 9	All	09/10/14	09/12/14	Meredith Vieira	3:00 PM-4:00 PM		:30			NM	3	\$75.00
		<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	--WTF--				3	\$25.00			
N 10	All	09/16/14	09/16/14	Meredith Vieira	3:00 PM-4:00 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:		09/15/14	09/21/14	-T-----				1	\$25.00			
N 11	All	09/11/14	09/12/14	Dr. Oz	4:00 PM-5:00 PM		:30			NM	2	\$40.00
		<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	\$20.00			
N 12	All	09/15/14	09/16/14	Dr. Oz	4:00 PM-5:00 PM		:30			NM	2	\$40.00

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

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<u>Contract / Revision</u> 4036 /		<u>Alt Order #</u> 06997294
<u>Contract Dates</u> 09/10/14 - 09/16/14	<u>Product</u> MONICA WEHBY	<u>Estimate #</u> 9/10-9/16
<u>Advertiser</u> Monica Wehby for Senate		<u>Original Date / Revision</u> 09/09/14 / 09/10/14

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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:		09/15/14	09/21/14	MT-----				2	\$20.00			
N 13	All	09/11/14	09/11/14	M-F NBC5 News @ 6p	6:00 PM-7:00 PM		:30			NM	1	\$75.00
		<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	\$75.00			
N 14	All	09/15/14	09/16/14	M-F NBC5 News @ 6p	6:00 PM-7:00 PM		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	MT-----				2	\$75.00			
N 15	All	09/11/14	09/12/14	M-F Entertainment Tonight	7:00 PM-7:30 PM		:30			NM	2	\$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	---TF--				2	\$25.00			
N 16	All	09/10/14	09/12/14	Late 11p News M-F	11:00 PM-11:35 PM		:30			NM	3	\$135.00
		<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	--WTF--				3	\$45.00			
N 17	All	09/15/14	09/16/14	Late 11p News M-F	11:00 PM-11:35 PM		:30			NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	MT-----				2	\$45.00			
N 18	All	09/10/14	09/12/14	Tonight Show: Fallon	11:35 PM-12:35 AM		:30			NM	6	\$240.00
		<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	--WTF--				6	\$40.00			
N 19	All	09/15/14	09/16/14	Tonight Show: Fallon	11:35 PM-12:35 AM		:30			NM	4	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	MT-----				4	\$40.00			
N 20	All	09/13/14	09/13/14	Today Show Sa	6:00 AM-8:00 AM		:30			NM	1	\$15.00
		<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	-----S-				1	\$15.00			
N 21	All	09/13/14	09/13/14	NBC5 News @ 6p Sa	6:00 PM-6:30 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:		09/08/14	09/14/14	-----S-				1	\$25.00			
N 22	All	09/13/14	09/13/14	Sa The Insider	6:30 PM-7:00 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:		09/08/14	09/14/14	-----S-				1	\$25.00			
N 23	All	09/13/14	09/13/14	Late 11p News Sa	11:00 PM-11:35 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:		09/08/14	09/14/14	-----S-				1	\$25.00			
N 24	All	09/14/14	09/14/14	NFL Football	5:30 PM-8:30 PM		:30			NM	1	\$625.00
		<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	-----S				1	\$625.00			
N 25	All	09/14/14	09/14/14	Late 11p News Su	11:00 PM-11:35 PM		: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	-----S				1	\$20.00			
N 26	All	09/15/14	09/16/14	M-F Entertainment Tonight	7:00 PM-7:30 PM		:30			NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/15/14	09/21/14	MT-----				2	\$25.00			
Totals											46	\$2,200.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/01/14 -09/16/14	46	\$2,200.00	(\$330.00)	\$1,870.00
Totals	46	\$2,200.00	(\$330.00)	\$1,870.00

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<u>Advertiser</u> Monica Wehby for Senate		<u>Original Date / Revision</u> 09/09/14 / 09/10/14

Signature: _____ **Date:** _____

*Printed w/STK
revisions.*

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ORDER WORKSHEET

Rep Order# 6997294 Ver# 3

Status Revised

Traffic Order# 4036

Printed: 09/10/14 5:31 PM

EC'd Yes

Ver# 3

Status Revised

Traffic Order# 4036

Printed: 09/10/14 5:31 PM

Last Received:
Showing Buylines:

Station KOB-TV MEDFORD, OR.
Advertiser (WEHB) WEHBY FOR SENATE
Product MONICA WEHBY
Estimate#
Buyer ANDREA MASSAR

Agency (SGMM) STRATEGIC MEDIA SVCS
1911 NORTH FT. MYER DRIVE, SUITE 400
ARLINGTON, VA 22209
Agency C/P1/P2/E
Flight Dates 09/10/14-09/16/14

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	Total Spots	Total Cost
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15*	Th-F	7P-730P	-	30	-	-	\$25.00	09/11-09/12	2	2	\$50.00
Buy Comment: ET RATE REVISED											
Sales remark: V3 RATE REVISED											
V3 More than 2 codes changed											

16*	W-F	11P-1135P	-	30	-	-	\$45.00	09/10-09/12	3	3	\$135.00
Buy Comment: NEWS RATE REVISED											
Sales remark: V3 RATE REVISED											
V3 More than 2 codes changed											

17*	M-Tu	11P-1135P	-	30	-	-	\$45.00	09/15-09/16	2	2	\$90.00
Buy Comment: NEWS RATE REVISED											
Sales remark: V3 RATE REVISED											
V3 More than 2 codes changed											

24*	Su	530P-830P	-	30	-	-	\$625.00	09/14-09/14	1	1	\$625.00
Buy Comment: SUN NIGHT FTBL RATE REVISED											
Sales remark: V3 RATE REVISED											
V3 More than 2 codes changed											

26*	M-Tu	7P-730P	-	30	-	-	\$25.00	09/15-09/16	2	2	\$50.00
Buy Comment: ET ADD TO SKED											
Sales remark: V3 ADD TO SKED											
V3 Added											

---REPORT TOTALS---

Report Totals: 20 / \$1,300.00

---SALES MONTHLY TOTALS---

ORDER WORKSHEET

09/10/14 4:43 PM
All Rep Changes

Traffic Order# 4036

Status Revised

Ver# 3

Rep Order# 6997294
EC'd Yes

Last Received:
Showing Buylines:

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

Agency (SGMM) STRATEGIC MEDIA SVCS
1911 NORTH FT. MYER DRIVE, SUITE 400
ARLINGTON, VA 22209
Agency C/P1/P2/E
Flight Dates 09/10/14-09/16/14

Station KOB-TV MEDFORD, OR.
Advertiser (WEHB) WEHBY FOR SENATE
Product MONICA WEHBY
Estimate#
Buyer ANDREA MASSAR

Sep2014: 47 / \$2,230.00
Order Totals: 47 / \$2,230.00 Total GRPS: 0.0

--- COMPETITIVE ---

Market Totals	\$2,230.00	CATV .00%	KDRV .00%	KMFD .00%	KMYU .00%	KOBI 100.00%
		KOTI .00%	KTVL .00%			

--- COMPETITIVE COMMENTS ---

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

Books [null]
Demos RA35+P

--- CREDIT RISK ---
CASH IN ADVANCE