



125 West 55th St
New York, NY 10019

Contract # 27776097 Changes as of: 5/2/2022 at 10:35 AM Version: Highlighting Revision 1
CPE: 696/783/8802 Flight: 5/3/22 - 5/9/22
Agency: STRATEGIC MEDIA SERVICES Advertiser: Irvin for Illinois
1911 NORTH FT MYER DRIVE
SUITE 400
ARLINGTON, VA 20009
Agency Order #: 11629421
Buyer: Brumback, Zach
Salesperson: REBECCA TONNE
404-365-4452
Separation: Separation: 30; Population Buy Type: CPP
Station: WMBD
Market: Peoria
Office: WASHINGTON
Service: Nielsen
Primary Demo: Adults 35+
Assistant: REBECCA TONNE
404-365-4452
Con Type: POLITICAL/NOTE
Total \$: \$10,225.00
Total Spots: 27
Total CPP: \$0.00
Total GRP: 1517

ENTERED

3529844

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	T M W T F S S									Total Spots	Total \$	CPP*	GRP*
							5/3	5/4	5/5	5/6	5/7	5/8	5/9						
1	Tu-F,M 6:30a-7a	1	WMBD News This Morning Show	\$275.00	0	30	0	1	0	1	0	0	0	2					
2	Tu-F,M 7a-7:30a	2	CBS This Morning	\$325.00	0	30	1	0	1	0	0	0	0	3					
3	Tu-F,M 8a-8:30a	3	CBS This Morning	\$275.00	0	30	0	1	0	1	0	0	0	2					
4	Su 8a-9:30a	4	CBS Sunday Morning	\$600.00	0	30	0	0	0	0	0	1	0	1					
5	9:30a-10:30a Su	5	Face The Nation	\$350.00	0	30	0	0	0	0	0	1	0	1					
6	Tu-F,M 10a-11a	6	The Price Is Right	\$350.00	0	30	0	0	0	1	0	0	0	1					
7	Tu-F,M 11a-12n	7	The Young & The Restless	\$350.00	0	30	0	0	0	0	0	0	1	1					
8	Tu-F,M 12n-12:30p	8	WMBD News at Noon	\$150.00	0	30	1	0	0	0	0	0	0	1					
9	Tu-F,M 4:30p-5p	9	Jeopardy	\$250.00	0	30	1	0	0	1	0	0	0	1	3				
Changes: Rate from 175 to 250																			
10	Tu-F,M 5p-5:30p	10	WMBD News @ 5P	\$450.00	0	30	0	0	0	1	0	0	0	1					
REV- 11	Tu-F,M 6p-6:30p	X	WMBD News @ 6P	\$450.00	0	30	1	0	1	0	0	0	0	-1					
Changes: Rate from 400 to 450																			
12	Su 5:30p-6p	11	WMBD Weekend Edition News	\$400.00	0	30	0	0	0	0	0	1	0	1					
13	Tu-F,M 6:30p-7p	12	Wheel Of Fortune	\$1,500.00	0	30	0	0	0	1	0	0	0	1					
Changes: Rate from 1000 to 1500																			
14	Sa 6:30p-7p	13	Wheel Of Fortune	\$400.00	0	30	0	0	0	0	1	0	0	1					
15	Tu-F,M 10p-10:35p	14	WMBD News @ 10P	\$750.00	0	30	0	1	0	0	0	0	0	1					
Changes: Rate from 500 to 750																			
16	Sa 10p-10:35p	15	WMBD Weekend News	\$400.00	0	30	0	0	0	0	1	0	0	1					
17	Tu-F,M 10:35p-11:37p	16	The Late Show-CBS	\$200.00	0	30	1	0	0	1	0	0	0	1	3				
Changes: Rate from 100 to 200																			



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CPE: 696/783/8802				Flight: 5/3/22 - 5/9/22				Station: WMBD			
Agency: STRATEGIC MEDIA SERVICES				Advertiser: Irvn for Illinois				Market: Peoria			
1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009				Product: Candidate				Office: WASHINGTON			
Agency Order #: 11629421				Buyer: Brumback, Zach				Service: Nielsen			
Salesperson: REBECCA TONNE				404-365-4452				Primary Demo: Adults 35+			
Separation:								Assistant: REBECCA TONNE			
								404-365-4452			
								Total Spots: 27			
								Total CPP: \$0.00			
								Total GRP:			

#	Day/Time	DP	Program	Rate	A35P Rating	Len	5/3 - 5/9								Total Spots	Total \$	CPP*	GRP*
							5/3	5/4	5/5	5/6	5/7	5/8	5/9					
18	Su 10:35p-11:05p	17	Jeopardy!	\$150.00	0	30	0	0	0	0	0	1	0		1	\$150.00	\$0.00	0.0
Changes: Rate from 100 to 150																		
REV- 19	W 7p-8p	X	Survivor-CBS	\$2,000.00	0	30	0	1	0	0	0	0	0		0	\$0.00	\$0.00	0.0
Changes: Rate from 1250 to 2000																		
20	Sa-Su 1p-5:30p	18	Golf	\$500.00	0	30	0	0	0	0	0	1	0		1	\$500.00	\$0.00	0.0
Changes: Rate from 225 to 500																		
TOTALS: 5 3 4 4 2 5 4													27	\$10,225.00	\$0.00	0.0		



125 West 55th St
New York, NY 10019

Contract # 27776097		Changes as of: 5/2/2022 at 11:59 AM		Version: Highlighting Makegood 1		Status: Accepted	
CPE: 696/783/802		Flight: 5/3/22 - 5/9/22		Station: WMBD		Con Type: POLITICAL/VOTE	
Agency: STRATEGIC MEDIA SERVICES		Advertiser: Irvin for Illinois		Market: Peoria		Total \$: \$10,225.00	
1911 NORTH FT MYER DRIVE		Product: Candidate		Office: WASHINGTON		Total Spots: 27	
SUITE 400		Agency Order #: 11629421		Service: Nielsen		Total CPM: \$0.00	
ARLINGTON, VA		Buyer: Brumback, Zach		Primary Demo: Adults 35+		Total GRP:	
20009		Salesperson: REBECCA TONNE		Assistant: REBECCA TONNE			
		Separation: 404-365-4452					
		Comments: Separation: 30; PopulationBuyType: CPP					

#	Day/Time	DP	Program	Rate	A35P Rating	Len	5/3 - 5/9									Total Spots	Total		GRP*
							5/3	5/4	5/5	5/6	5/7	5/8	5/9	\$	CPP*				
MSD 2	Tu-F-M 7a-7:30a		CBS This Morning	\$325.00	0	30	1	0	1	0	0	0	1	0	2	\$650.00	\$0.00	0.0	
MSD 11	Tu-F-M 6p-6:30p		WMBD News @ 6P	\$450.00	0	30	1	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0	
MGD 21	Tu-F 6:30a-7a	19	WMBD News This Morning Show	\$275.00	0.0	30	0	0	1	0	0	0	0	0	1	\$275.00	\$0.00	0.0	
MGD 22	M 8a-8:30a	20	CBS This Morning	\$500.00	0.0	30	0	0	0	0	0	0	1	1	\$500.00	\$0.00	0.0		
TOTALS:							4	3	5	4	2	5	4	27	\$10,225.00	\$0.00	0.0		

Makegood Comments

Date/Time	Action	Added by	Comment
05/02/22 11:59 AM	Sent To Rep	Penny Wood	In 2 and in 11 wrong rates see in 21 and 22 for correct rates.



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CPE: 696/783/8802		Flight: 5/3/22 - 5/9/22		Station: WMBD	
Agency: STRATEGIC MEDIA SERVICES		Advertiser: Irvin for Illinois		Market: Peoria	
1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009		Product: Candidate		Office: WASHINGTON	
Agency Order #: 11629421		Buyer: Brumback, Zach		Service: Nielsen	
Salesperson: REBECCA TONNE		Primary Demo: Adults 35+		Total Spots: 27	
Separation: 404-365-4452		Assistant: REBECCA TONNE		Total CPM: \$0.00	
				Total GRP:	

Special Instructions	
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Date/Time	Added by	Comment
05/02/22 10:35 AM	REBECCA TONNE	Separation: 30:PopulationBuyType: CPP
05/02/22 10:35 AM	REBECCA TONNE	Separation: 30:PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$10,225
WMBD Share:	100%
Comment:	

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	27	\$10,225.00	N/A	0.0
Total	100%	27	\$10,225.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2022-May	27	\$10,225.00
Total	27	\$10,225.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot-
Revision	5/2/22 10:35 AM	REBECCA TONNE	Revised		2
New	5/2/22 10:18 AM	REBECCA TONNE	New	29	

	\$ Chg	Contract \$	Comment
	\$0	\$10,225.00	Changes: Demo Meta to [R16], Competitive Market Budget from \$32,625 to \$10,225.
	\$10,225.00	\$10,225.00	Total Spots from 29 to 27. 8 buylines added or modified.

Non-Discrimination Policy

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 MEDIA GROUP (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.



WMBD
5000 Riverside Dr
Building 5 Suite 200
Kellie Segura
Irving, TX 75039
(309) 688-3131

CONTRACT

<u>Contract / Revision</u> 3529844 /		<u>Alt Order #</u> 27776097	
<u>Advertiser</u> Governor/IL/Rep		<u>Original Date / Revision</u> 05/02/22 / 05/02/22	
<u>Estimate #</u> 8802			
<u>Billing Cycle</u> EOM	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash	
<u>Property</u> WMBD	<u>Account Executive</u> WMBD National House	<u>Sales Office</u> National House	
<u>Special Handling</u>			
<u>Demographic</u> Households			
<u>Agy Code</u> 9912521	<u>Advertiser Code</u>	<u>Product 1/2</u>	
<u>Agency Ref</u> IN13871/SP2622/AL11		<u>Advertiser Ref</u>	

And:

Strategic Media Services
Attention: Zach Brumback
1911 North Fort Myer Drive
Suite 400
Arlington, VA 22209

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WMBD	05/03/22	05/09/22	6:30 AM-7:00 AM	6:30 AM-7:00 AM		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/02/22	05/08/22	--1-1--				2	\$275.00			
Week:		05/09/22	05/15/22	-----				0	\$275.00			
N 2	WMBD	05/03/22	05/09/22	7:00 AM-7:30 AM	7:00 AM-7:30 AM		:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/02/22	05/08/22	-1-1---				2	\$325.00			
Week:		05/09/22	05/15/22	-----				0	\$325.00			
N 3	WMBD	05/03/22	05/09/22	8:00 AM-8:30 AM	8:00 AM-8:30 AM		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/02/22	05/08/22	--1-1--				2	\$275.00			
Week:		05/09/22	05/15/22	-----				0	\$275.00			
N 4	WMBD	05/03/22	05/09/22	CBS Sunday Morning	CBS Sunday Morni		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/02/22	05/08/22	-----1				1	\$600.00			
Week:		05/09/22	05/15/22	-----				0	\$600.00			
N 5	WMBD	05/03/22	05/09/22	Face the Nation	Face the Nation		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/02/22	05/08/22	-----1				1	\$350.00			
Week:		05/09/22	05/15/22	-----				0	\$350.00			
N 6	WMBD	05/03/22	05/09/22	Price is Right	Price is Right		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/02/22	05/08/22	----1--				1	\$350.00			
Week:		05/09/22	05/15/22	-----				0	\$350.00			
N 7	WMBD	05/03/22	05/09/22	Y&R	Y&R		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/02/22	05/08/22	-----				0	\$350.00			
Week:		05/09/22	05/15/22	1-----				1	\$350.00			
N 8	WMBD	05/03/22	05/09/22	WMBD News at Noon	WMBD News at Nc		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		05/02/22	05/08/22	-1-----				1	\$150.00			
Week:		05/09/22	05/15/22	-----				0	\$150.00			

(* 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.

Nexstar Media Group does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on Nexstar Media Group stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WMBD
5000 Riverside Dr
Building 5 Suite 200
Kellie Segura
Irving, TX 75039
(309) 688-3131

<u>Contract / Revision</u>	<u>Alt Order #</u>
3529844 /	27776097

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Richard Irvin/Governor/IL/Rep	05/02/22 / 05/02/22

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
05/03/22 - 05/09/22	696/783/8802	8802

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	WMBD	05/03/22	05/09/22	M-F 430p-5p	M-F 430p-5p		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 05/02/22	05/08/22	-1-1----				2	\$250.00			
		Week: 05/09/22	05/15/22	1-----				1	\$250.00			
N 10	WMBD	05/03/22	05/09/22	5pm News	5pm News		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 05/02/22	05/08/22	----1--				1	\$450.00			
		Week: 05/09/22	05/15/22	-----				0	\$450.00			
N 11	WMBD	05/03/22	05/09/22	Sun WMBD 530pm News	Sun WMBD 530pmr		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 05/02/22	05/08/22	-----1				1	\$400.00			
		Week: 05/09/22	05/15/22	-----				0	\$400.00			
N 12	WMBD	05/03/22	05/09/22	Wheel of Fortune	627p-658p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 05/02/22	05/08/22	---1---				1	\$1,500.00			
		Week: 05/09/22	05/15/22	-----				0	\$1,500.00			
N 13	WMBD	05/03/22	05/09/22	Wheel of Fortune Sa	627p-658p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 05/02/22	05/08/22	-----1-				1	\$400.00			
		Week: 05/09/22	05/15/22	-----				0	\$400.00			
N 14	WMBD	05/03/22	05/09/22	LN M-F	LN M-F 10p-1035p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 05/02/22	05/08/22	--1----				1	\$750.00			
		Week: 05/09/22	05/15/22	-----				0	\$750.00			
N 15	WMBD	05/03/22	05/09/22	LN Sa	LN SaLN Sa		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 05/02/22	05/08/22	-----1-				1	\$400.00			
		Week: 05/09/22	05/15/22	-----				0	\$400.00			
N 16	WMBD	05/03/22	05/09/22	Late Show	Late Show		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 05/02/22	05/08/22	--1-1--				2	\$200.00			
		Week: 05/09/22	05/15/22	1-----				1	\$200.00			
N 17	WMBD	05/03/22	05/09/22	Su 1035p-1105p	Su 1035p-1105p		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 05/02/22	05/08/22	-----1				1	\$150.00			
		Week: 05/09/22	05/15/22	-----				0	\$150.00			
N 18	WMBD	05/03/22	05/09/22	PGA	PGA		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 05/02/22	05/08/22	-----1-				1	\$500.00			
		Week: 05/09/22	05/15/22	-----				0	\$500.00			
N 19	WMBD	05/03/22	05/09/22	6:30 AM-7:00 AM	6:30 AM-7:00 AM		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 05/02/22	05/08/22	---1---				1	\$275.00			
		Week: 05/09/22	05/15/22	-----				0	\$275.00			
N 20	WMBD	05/03/22	05/09/22	8:00 AM-8:30 AM	8:00 AM-8:30 AM		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 05/02/22	05/08/22	-----				0	\$500.00			
		Week: 05/09/22	05/15/22	1-----				1	\$500.00			
Totals											27	\$10,225.00

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