



125 West 55th St
New York, NY 10019

Contract # 27765245		Changes as of: 4/12/2022 at 2:42 PM		Version: Current State Version 6	
CPE: 696/783/8658		Flight: 4/12/22 - 4/18/22		Con Type: POLITICAL/VOTE	
Agency: STRATEGIC MEDIA SERVICES		Advertiser: Irvin for Illinois		Total \$: \$25,525.00	
1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009		Product: Candidate		Total Spots: 48	
Agency Order #: 11562098		Buyer: Brumback, Zach		Total CPE: \$0.00	
Salesperson: REBECCA TONNE		Primary Demo:		Total GRP:	
404-365-4452		Assistant: REBECCA TONNE		Traffic #: 3509387	
404-365-4452					

Comments: Separation: 30; PopulationBuyType: CPP

Separation:

#	Day/Time	DP	Program	Rate	Len	4/12 - 4/18							Total Spots	Total \$	CPE*	GRP*
						4/12	4/13	4/14	4/15	4/16	4/17	4/18				
1	Tu-F,M 6:30a-7a	1	WMBD News This Morning Show	\$275.00	30	0	0	1	0	0	0	1	2	\$550.00	\$0.00	0.0
2	Tu-F,M 7a-7:30a	2	CBS This Morning	\$325.00	30	0	1	0	1	0	0	0	2	\$650.00	\$0.00	0.0
3	Tu-F,M 8a-8:30a	3	CBS This Morning	\$275.00	30	0	0	1	0	0	0	1	2	\$550.00	\$0.00	0.0
4	Su 8a-9:30a	4	CBS Sunday Morning	\$600.00	30	0	0	0	0	0	1	0	1	\$600.00	\$0.00	0.0
5	Tu-F,M 9:30a-10:30a	5	Face The Nation	\$350.00	30	0	0	0	0	0	1	0	1	\$350.00	\$0.00	0.0
6	Tu-F,M 10a-11a	6	The Price Is Right	\$350.00	30	0	1	0	0	0	0	0	1	\$350.00	\$0.00	0.0
7	Tu-F,M 11a-12n	7	The Young & The Restless	\$350.00	30	1	0	0	1	0	0	1	3	\$1,050.00	\$0.00	0.0
8	Tu-F,M 12n-12:30p	8	WMBD News at Noon	\$150.00	30	0	0	1	0	0	0	0	1	\$150.00	\$0.00	0.0
9	Tu-F,M 3p-3:30p	9	Family Feud	\$150.00	30	0	0	0	1	0	0	0	1	\$150.00	\$0.00	0.0
10	Tu-F,M 4:30p-5p	10	Jeopardy	\$175.00	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
11	Tu-F,M 5p-5:30p	11	WMBD News @ 5P	\$450.00	30	1	0	1	0	0	0	1	3	\$1,350.00	\$0.00	0.0
12	Tu-F,M 6p-6:30p	12	WMBD News @ 6P	\$400.00	30	0	1	0	1	0	0	0	2	\$800.00	\$0.00	0.0
13	Su 5:30p-6p	13	WMBD Weekend Edition News	\$400.00	30	0	0	0	0	0	1	0	1	\$400.00	\$0.00	0.0
14	Tu-F,M 6:30p-7p	14	Wheel Of Fortune	\$1,000.00	30	1	1	1	1	0	0	1	5	\$5,000.00	\$0.00	0.0
15	Sa 6:30p-7p	15	Wheel Of Fortune	\$400.00	30	0	0	0	0	1	0	0	1	\$400.00	\$0.00	0.0
16	Tu-F,M 10p-10:35p	16	WMBD News @ 10P	\$500.00	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
17	Sa 10p-10:35p	17	WMBD Weekend News	\$400.00	30	0	0	0	0	1	0	0	1	\$400.00	\$0.00	0.0
18	Tu-F,M 10:35p-11:37p	18	The Late Show-CBS	\$100.00	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
19	Su 10:35p-11:05p	19	Jeopardy!	\$100.00	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
20	M 8p-9p	20	NCIS-CBS	\$1,250.00	30	0	0	0	0	0	0	1	1	\$1,250.00	\$0.00	0.0

3509387



125 West 55th St
New York, NY 10019

Contract # 27765245		Changes as of: 4/12/2022 at 2:42 PM		Version: Current State Version 6	
CPE: 696/783/8658		Flight: 4/12/22 - 4/18/22		Station: WMBD	Con Type: POLITICAL/NOTE
Agency: STRATEGIC MEDIA SERVICES		Advertiser: Ivin for Illinois		Market: Peoria	Total \$: \$25,525.00
1911 NORTH FT MYER DRIVE		Product: Candidate		Office: WASHINGTON	Total Spots: 48
SUITE 400		Agency Order #: 11562098		Service: Nielsen	Total CPP: \$0.00
ARLINGTON, VA 20009		Buyer: Brumback, Zach		Primary Demo:	Total GRP:
		Salesperson: REBECCA TONNE		Assistant: REBECCA TONNE	Traffic #: 3509387
		404-365-4452		404-365-4452	
		Separation:			

#	Day/Time	DP	Program	Rate	Len	4/12 - 4/18								Total Spots	Total \$	CPP*	GRP*
						4/12	4/13	4/14	4/15	4/16	4/17	4/18					
21	M 9p-10p	X	NCIS: Hawaii-CBS	\$900.00	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0	
22	Tu 7p-8p	X	FBI-CBS	\$1,250.00	30	1	0	0	0	0	0	0	0	1	\$1,250.00	\$0.00	0.0
23	W 7p-8p	X	Survivor-CBS	\$1,250.00	30	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
24	Th 9p-10p	X	Bull-CBS	\$900.00	30	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
25	F 7p-8p	X	SWAT-CBS	\$900.00	30	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
26	Sa 9p-10p	X	48 Hours-CBS	\$325.00	30	0	0	0	0	1	0	0	0	1	\$325.00	\$0.00	0.0
27	Su 6p-7p	X	60 Minutes-CBS	\$1,500.00	30	0	0	0	0	0	1	0	0	1	\$1,500.00	\$0.00	0.0
28	Su 7p-8p	X	The Equalizer-CBS	\$900.00	30	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
29	Sa-Su 1p-5:30p	X	Golf	\$225.00	30	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
30	Tu-F,M 4:30p-5p	X	Jeopardy	\$350.00	30	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
31	Tu-F,M 10p-10:35p	X	WMBD News @ 10P	\$750.00	30	0	0	1	0	0	0	0	1	2	\$1,500.00	\$0.00	0.0
32	Tu-F,M 10:35p-11:37p	X	The Late Show-CBS	\$175.00	30	0	0	0	1	0	0	0	0	1	\$175.00	\$0.00	0.0
33	Tu-F,M 12n-12:30p	19	WMBD News at Noon	\$150.00	30	0	1	0	0	0	0	0	1	2	\$300.00	\$0.00	0.0
34	M 9p-10p	X	NCIS: Hawaii-CBS	\$1,250.00	30	0	0	0	0	0	0	0	1	1	\$1,250.00	\$0.00	0.0
35	W 7p-8p	X	Survivor-CBS	\$2,000.00	30	0	1	0	0	0	0	0	0	1	\$2,000.00	\$0.00	0.0
36	Th 9p-10p	X	Bull-CBS	\$1,250.00	30	0	0	1	0	0	0	0	0	1	\$1,250.00	\$0.00	0.0
37	Sa-Su 1p-5:30p	X	Golf	\$500.00	30	0	0	0	0	0	1	0	0	1	\$500.00	\$0.00	0.0
38	M,W-F 4:30a-5a	X	CBS Morning News	\$75.00	30	0	0	1	0	0	0	0	0	1	\$75.00	\$0.00	0.0
39	Tu-F,M 6:30a-7a	X	WMBD News This Morning Show	\$275.00	30	0	1	0	0	0	0	0	0	1	\$275.00	\$0.00	0.0
40	Tu-F,M 8a-8:30a	X	CBS This Morning	\$275.00	30	0	1	0	0	0	0	0	0	1	\$275.00	\$0.00	0.0



125 West 55th St
New York, NY 10019

Contract # 27765245		Changes as of: 4/12/2022 at 2:42 PM		Version: Current State Version 6	
CPE: 696/783/8658		Flight: 4/12/22 - 4/18/22		Station: WMBD	
Agency: STRATEGIC MEDIA SERVICES		Advertiser: Irvn for Illinois		Market: Peoria	
1911 NORTH FT MYER DRIVE ARLINGTON, VA 20009		Product: Candidate		Office: WASHINGTON	
SUITE 400		Agency Order #: 11562098		Service: Nielsen	
		Buyer: Brumback, Zach		Primary Demo:	
		Salesperson: REBECCA TONNE		Assistant: REBECCA TONNE	
		404-365-4452		404-365-4452	
Separation:				Traffic #: 3509387	
				Con Type: POLITICAL/VOTE	
				Total \$: \$25,525.00	
				Total Spots: 48	
				Total CPP: \$0.00	
				Total GRP:	

#	Day/Time	DP	Program	Rate	Len	4/12 - 4/18											Total Spots	Total		CPP*	GRP*
						4/12	4/13	4/14	4/15	4/16	4/17	4/18									
41	Tu-F 3p-3:30p	9/30	Family Feud	\$150.00	30	0	0	1	0	0	0	0		1	\$150.00	\$0.00	0.0				
42	Tu-F 4:30p-5p	10	Jeopardy	\$250.00	30	0	1	0	0	0	0	1		2	\$500.00	\$0.00	0.0				
43	M,Th-F 11:37p-12:37a	98	Late Late Show	\$100.00	30	0	0	1	0	0	0	1		2	\$200.00	\$0.00	0.0				
TOTALS:						4	9	10	6	3	5	11		48	\$25,525.00	\$0.00	0.0				



125 West 55th St
New York, NY 10019

Contract # 27765245	Changes as of: 4/11/2022 at 12:56 PM	Version: Highlighting Makegood 1	Status: Accepted
CPE: 696/783/8658	Flight: 4/12/22 - 4/18/22	Station: WMBD	Con Type: POLITICAL/VOTE
Agency: STRATEGIC MEDIA SERVICES	Advertiser: Irvin for Illinois	Market: Peoria	Total \$: \$25,525.00
1911 NORTH FT MYER DRIVE	Product: Candidate	Office: WASHINGTON	Total Spots: 47
SUITE 400	Agency Order #: 11562098	Service: Nielsen	Total CPP: \$0.00
ARLINGTON, VA	Buyer: Brumback, Zach	Primary Demo:	Total GRP:
20009	Salesperson: REBECCA TONNE	Assistant: REBECCA TONNE	
	Separation: 404-365-4452		

Comments: Separation: 30:P-PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	Len	4/12 - 4/18										Total Spots	Total \$	CPP*	GRP*
						4/12	4/13	4/14	4/15	4/16	4/17	4/18							
	Tu-F,M 4:30p-5p		Jeopardy	\$175.00	30	1▶0	1▶0	1▶0	1▶0	0	0	1▶0		0	\$0.00	\$0.00	0.0		
MSD 10	Tu-F,M 10p-10:35p		WMBD News @ 10P	\$500.00	30	1▶0	0	1▶0	0	0	0	1▶0		0	\$0.00	\$0.00	0.0		
MSD 16	Tu-F,M 10:35p-11:37p		The Late Show-CBS	\$100.00	30	0	1▶0	1▶0	0	0	0	0		0	\$0.00	\$0.00	0.0		
MSD 18	Su 10:35p-11:05p		Jeopardy!	\$100.00	30	0	0	0	0	0	1▶0	0		0	\$0.00	\$0.00	0.0		
MSD 19	Tu-F,M 4:30p-5p		Jeopardy	\$350.00	30	0	1	0	0	0	0	1		1	\$700.00	\$0.00	0.0		
MGD 30	Tu-F,M 10p-10:35p		WMBD News @ 10P	\$750.00	30	0	0	1	0	0	0	0		1	\$1,500.00	\$0.00	0.0		
MGD 31	Tu-F,M 10:35p-11:37p		The Late Show-CBS	\$175.00	30	0	0	0	1	0	0	0		0	\$175.00	\$0.00	0.0		
MGD 32	Tu-F,M 12n-12:30p		WMBD News at Noon	\$150.00	30	0	1	0	0	0	0	1		2	\$300.00	\$0.00	0.0		
TOTALS:						6	8	7	7	3	6	10		47	\$25,525.00	\$0.00	0.0		

Makegood Comments			
Date/Time	Action	Added by	Comment
04/11/22 12:56 PM	Sent To Rep	Penny Wood	makegood for rates that will not clear or not on rate card see makegood offer



125 West 55th St
New York, NY 10019

Contract # 27765245	Changes as of: 4/12/2022 at 8:27 AM	Version: Highlighting Makegood 2	Status: Accepted
CPE: 696/783/8658	Flight: 4/12/22 - 4/18/22	Station: WMBD	Con Type: POLITICAL/VOTE
Agency: STRATEGIC MEDIA SERVICES	Advertiser: Irvin for Illinois	Market: Peoria	Total \$: \$25,525.00
1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009	Product: Candidate	Office: WASHINGTON	Total Spots: 46
Agency Order #: 11562098	Buyer: Brumback, Zach	Service: Nielsen	Total CPM: \$0.00
Salesperson: REBECCA TONNE	Separation: 404-365-4452	Primary Demo:	Total GRP:
Assistant: REBECCA TONNE	Traffic #: 3509387		

Comments: Separation: 30; PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	Len	4/12 - 4/18										Total Spots	Total		GRP*
						4/12	4/13	4/14	4/15	4/16	4/17	4/18	\$	CPP*					
MSD 21	M 9p-10p		NCIS: Hawai'i-CBS	\$900.00	30	0	0	0	0	0	0	1	0	0	\$0.00	\$0.00	0.0		
MSD 23	W 7p-8p		Survivor-CBS	\$1,250.00	30	0	1	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0		
MSD 24	Th 9p-10p		Bull-CBS	\$900.00	30	0	0	1	0	0	0	0	0	0	\$0.00	\$0.00	0.0		
MSD 25	F 7p-8p		SWAT-CBS	\$900.00	30	0	0	0	1	0	0	0	0	0	\$0.00	\$0.00	0.0		
MSD 28	Su 7p-8p		The Equalizer-CBS	\$900.00	30	0	0	0	0	0	1	0	0	0	\$0.00	\$0.00	0.0		
MSD 29	Sa-Su 1p-5:30p		Golf	\$225.00	30	0	0	0	0	0	1	0	0	0	\$0.00	\$0.00	0.0		
MGD 34	M 9p-10p		NCIS: Hawai'i-CBS	\$1,250.00	30	0	0	0	0	0	0	0	1	1	\$1,250.00	\$0.00	0.0		
MGD 35	W 7p-8p		Survivor-CBS	\$2,000.00	30	0	1	0	0	0	0	0	0	0	\$2,000.00	\$0.00	0.0		
MGD 36	Th 9p-10p		Bull-CBS	\$1,250.00	30	0	0	1	0	0	0	0	0	0	\$1,250.00	\$0.00	0.0		
MGD 37	Sa-Su 1p-5:30p		Golf	\$500.00	30	0	0	0	0	0	1	0	0	1	\$500.00	\$0.00	0.0		
MGD 38	M,W-F 4:30a-5a		CBS Morning News	\$75.00	30	0	0	1	0	0	0	0	0	1	\$75.00	\$0.00	0.0		
TOTALS:						6	8	8	6	3	5	10		46	\$25,525.00	\$0.00	0.0		

Makegood Comments

Date/Time	Action	Added by	Comment
04/12/22 8:27 AM	Sent To Rep	Penny Wood	spots need to be section 3 to clear see makegood offers



125 West 55th St
New York, NY 10019

ENTERED

Contract # 27765245	Changes as of: 4/12/2022 at 8:57 AM	Version: Highlighting Makegood 3	Status: Accepted
CPE: 696/783/8658	Flight: 4/12/22 - 4/18/22	Station: WMBD	Con Type: POLITICAL/VOTE
Agency: STRATEGIC MEDIA SERVICES	Advertiser: Ivin for Illinois	Market: Peoria	Total \$: \$25,525.00
1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009	Product: Candidate	Office: WASHINGTON	Total Spots: 46
	Agency Order #: 11562098	Service: Nielsen	Total CPP: \$0.00
	Buyer: Brumback, Zach	Primary Demo:	Total GRP:
	Salesperson: REBECCA TONNE 404-365-4452	Assistant: REBECCA TONNE 404-365-4452	Traffic #: 3509387
Separation:			
Comments: Separation: 30; Population Buy Type: CPP			

#	Day/Time	DP	Program	Rate	Len	4/12	4/13	4/14	4/15	4/16	4/17	4/18	Total Spots	Total \$	CPP*	GRP*
MSD 1	Tu-F,M 6:30a-7a	1	WMBD News This Morning Show	\$275.00	30	1	0	1	0	0	0	1	2	\$550.00	\$0.00	0.0
MSD 3	Tu-F,M 8a-8:30a	3	CBS This Morning	\$275.00	30	1	0	1	0	0	0	1	2	\$550.00	\$0.00	0.0
MGD 39	Tu-F,M 6:30a-7a	1	WMBD News This Morning Show	\$275.00	30	0	1	0	0	0	0	0	1	\$275.00	\$0.00	0.0
MGD 40	Tu-F,M 8a-8:30a	3	CBS This Morning	\$275.00	30	0	1	0	0	0	0	0	1	\$275.00	\$0.00	0.0
TOTALS:					4	10	8	0	0	0	0	10	46	\$25,525.00	\$0.00	0.0

Date/Time	Action	Added by	Comment
04/12/22 8:57 AM	Sent To Rep	Penny Wood	Ln 1 and 3 NA see ln 39 and 40 moving spots to tomorrow

Makegood Comments



125 West 55th St
New York, NY 10019

ENTERED

Contract # 27765245		Changes as of: 4/12/2022 at 2:20 PM		Version: Highlighting Makegood 4		Status: Accepted
CPE: 696/783/8658		Flight: 4/12/22 - 4/18/22		Station: WMBD		Con Type: POLITICAL/NOTE
Agency: STRATEGIC MEDIA SERVICES		Advertiser: Irvin for Illinois		Market: Peoria		Total \$: \$25,525.00
1911 NORTH FT MYER DRIVE ARLINGTON, VA 20009		Product: Candidate		Office: WASHINGTON		Total Spots: 46
Suite 400		Agency Order #: 11562098		Service: Nielsen		Total CPP: \$0.00
		Buyer: Brumback, Zach		Primary Demo:		Total GRP:
		Salesperson: REBECCA TONNE		Assistant: REBECCA TONNE		Traffic #: 3509387
		404-365-4452		404-365-4452		

Comments: Separation: 30;PopulationBuyType: CPP
Separation:

#	Day/Time	DP	Program	Rate	Len	4/12 - 4/18										Total Spots	Total \$	CPP*	GRP*
						4/12	4/13	4/14	4/15	4/16	4/17	4/18							
MSD 9	Tu-F-M 3p-3:30p	9	Family Feud	\$150.00	30	0	1	0	0	1	0	0	0		1	\$150.00	\$0.00	0.0	
MGD 41	Tu-F-M 3p-3:30p	9	Family Feud	\$150.00	30	0	0	1	0	0	0	0	0		1	\$150.00	\$0.00	0.0	
TOTALS:						4	9	9	6	3	5	10		46	\$25,525.00	\$0.00	0.0		

Makegood Comments

Date/Time	Action	Added by	Comment
04/12/22 2:20 PM	Sent To Rep	Penny Wood	In 9 NA due to soccer see In 41



125 West 55th St
New York, NY 10019

ENTERED

Contract # 27765245	Changes as of: 4/12/2022 at 2:36 PM	Version: Highlighting Makegood 5	Status: Accepted
CPE: 696/783/8658	Flight: 4/12/22 - 4/18/22	Station: WMBD	Con Type: POLITICAL/VOTE
Agency: STRATEGIC MEDIA SERVICES	Advertiser: Irvn for Illinois	Market: Peoria	Total \$: \$25,525.00
1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009	Product: Candidate	Office: WASHINGTON	Total Spots: 48
	Agency Order #: 11562098	Service: Nielsen	Total CPP: \$0.00
	Buyer: Brumback, Zach	Primary Demo:	Total GRP:
	Salesperson: REBECCA TONNE	Assistant: REBECCA TONNE	Traffic #: 3509387
	Separation: 404-365-4452		

Comments: Separation: 30;PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	Len	4/12	4/13	4/14	4/15	4/16	4/17	4/18	Total Spots	Total \$	CPP*	GRP*
MSD 30	Tu-F,M 4:30p-5p	X	Jeopardy	\$350.00	30	0	1	0	0	0	0	1	0	\$0.00	\$0.00	0.0
MGD 42	Tu-F,M 4:30p-5p	X	Jeopardy	\$250.00	30	0	1	0	0	0	0	1	2	\$500.00	\$0.00	0.0
MGD 43	M,Th-F 11:37p-12:37a	X	Late Late Show	\$100.00	30	0	0	0	1	0	0	1	2	\$200.00	\$0.00	0.0
TOTALS:						4	9	10	6	3	5	11	48	\$25,525.00	\$0.00	0.0

Makegood Comments

Date/Time	Action	Added by	Comment
04/12/22 2:36 PM	Sent To Rep	Penny Wood	Jeopardy rate should only be \$250 for section 3. see ln 42 and 43



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Contract # 27765245		Changes as of: 4/12/2022 at 2:42 PM		Version: Current State Version 6	
CPE: 696/783/8658		Flight: 4/12/22 - 4/18/22		Station: WMBD	
Agency: STRATEGIC MEDIA SERVICES		Advertiser: Ivin for Illinois		Market: Peoria	
1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009		Product: Candidate		Office: WASHINGTON	
		Agency Order #: 11562098		Service: Nielsen	
		Buyer: Brumback, Zach		Primary Demo:	
		Salesperson: REBECCA TONNE		Assistant: REBECCA TONNE	
		404-365-4452		404-365-4452	
		Separation:		Traffic #: 3509387	
				Con Type: POLITICAL/NOTE	
				Total \$: \$25,525.00	
				Total Spots: 48	
				Total CPE: \$0.00	
				Total GRP:	

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
04/12/22 2:36 PM	Penny Wood	Jeopardy rate should only be \$250 for section 3. see ln 42 and 43
04/12/22 2:20 PM	Penny Wood	ln 9 NA due to soccer see ln 41
04/12/22 8:57 AM	Penny Wood	Ln 1 and 3 NA see ln 39 and 40 moving spots to tomorrow
04/12/22 8:27 AM	Penny Wood	spots need to be section 3 to clear see makegood offers
04/11/22 12:56 PM	Penny Wood	makegood for rates that will not clear or not on rate card
04/11/22 12:34 PM	System	Notice Received.
04/11/22 11:38 AM	REBECCA TONNE	Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$25,525
WMBD Share:	100%
Comment:	

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	48	\$25,525.00	N/A
Total	100%	48	\$25,525.00	N/A

Monthly Summary		
Month	Spots	Dollars
2022-Apr	48	\$25,525.00
Total	48	\$25,525.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Makegood 5	4/12/22 2:36 PM	Penny Wood	Confirmed	4	2	\$0
Makegood 4	4/12/22 2:20 PM	Penny Wood	Confirmed	1	1	\$0
Makegood 3	4/12/22 8:57 AM	Penny Wood	Confirmed	2	2	\$0
Makegood 2	4/12/22 8:27 AM	Penny Wood	Confirmed	5	6	\$0
Makegood 1	4/11/22 12:56 PM	Penny Wood	Confirmed	7	11	\$0
New	4/11/22 11:38 AM	REBECCA TONNE	Confirmed	51		\$25,525.00

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 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.
----------------------------------	---

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Neil Williams, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE →

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Richard Irvin

Authorized committee:

Irvin for Illinois

Agency requesting time (and contact information):

☒

Strategic Media Services, Inc.; 4801 N Fairfax Drive; Ste 730; Arlington, VA 22203

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Governor of Illinois

Date of election:

6/28/22

☐

General

☒

Primary

Treasurer of candidate's authorized committee:

Les Williamson

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

☐

the candidate listed above who is a legally qualified candidate, or

☐

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

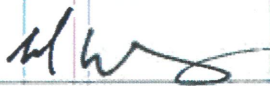
(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

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

Candidate/Committee/Agency

Station Representative

Signature:



Signature:

Name: Neil Williams

Name:

Date of Request to Purchase Ad Time: 1/20/22

Date of Station Agreement to Sell Time:

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:



Name:

Neil Williams

Date:

1/20/22

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station?

☐

Yes

☐

No

Date ad received:

Federal candidate certification signed (above):

☐

Yes

☐

No

☐

N/A

Disposition:

☐

Accepted

☐

Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*

☐

Rejected – provide reason:

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:

Station Call Letters:

Date Received/Requested:

Est. #:

Station Location:

Run Start and End Dates:

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

Strategic Media Services

TRAFFIC INSTRUCTIONS

****PLEASE SIGN AND FAX BACK UPON RECEIPT OF SPOT****

TO: Chicago, Peoria, Quad Cities & Paducah ONLY Broadcast Traffic Managers

FROM: Zachary Brumback

DATE: 4/11/22 10 AM EST

Advertiser: Irvin for Illinois

Effective Tuesday, April 12th and until further notice. Please run the following spot for Irvin for Illinois.

EST: 8658 ONLY

Tuesday (4/12) – TFN

100%

“Worst Nightmare H”

ISCI: RI22032801H

Spot in House & Currently Airing

****Please fill out the information below and return via email.**

Once the spot is received, it is absolutely necessary that we receive confirmation.

Please call me with any questions or concerns at 202-337-5700.

These instructions are confidential and intended solely for the individual or entity to which they are addressed

***Our station received the traffic instructions and spot:**

Title of spot(s) _____

Station _____

Signature/Department _____

Date ____/____/____

***PLEASE NOTE WHEN SPOT WILL START** _____



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

CONTRACT

<u>Contract / Revision</u> 3509387 /		<u>Alt Order #</u> 27765245	
<u>Advertiser</u> rnor/IL/Rep		<u>Original Date / Revision</u> 04/12/22 / 04/12/22	
		<u>Estimate #</u> 8658	
<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	04/12/22	04/18/22	6:30 AM-7:00 AM	6:30 AM-7:00 AM		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/11/22	04/17/22	--WT---				2	\$275.00			
Week:		04/18/22	04/24/22	M-----				1	\$275.00			
N 2	WMBD	04/12/22	04/18/22	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:		04/11/22	04/17/22	--W-F--				2	\$325.00			
Week:		04/18/22	04/24/22	-----				0	\$275.00			
N 3	WMBD	04/12/22	04/18/22	8:00 AM-8:30 AM	8:00 AM-8:30 AM		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/11/22	04/17/22	--WT---				2	\$275.00			
Week:		04/18/22	04/24/22	M-----				1	\$275.00			
N 4	WMBD	04/12/22	04/18/22	7:58 AM-9:30 AM	7:58 AM-9:30 AM		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/11/22	04/17/22	-----S				1	\$600.00			
Week:		04/18/22	04/24/22	-----				0	\$0.00			
N 5	WMBD	04/12/22	04/18/22	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:		04/11/22	04/17/22	-----S				1	\$350.00			
Week:		04/18/22	04/24/22	-----				0	\$0.00			
N 6	WMBD	04/13/22	04/13/22	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:		04/11/22	04/17/22	--W----				1	\$350.00			
N 7	WMBD	04/12/22	04/18/22	Y&R	Y&R		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/11/22	04/17/22	-T--F--				2	\$350.00			
Week:		04/18/22	04/24/22	M-----				1	\$350.00			
N 8	WMBD	04/12/22	04/18/22	WMBD News at Noon	WMBD News at Noon		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/11/22	04/17/22	---T---				1	\$150.00			
Week:		04/18/22	04/24/22	-----				0	\$0.00			
N 9	WMBD	04/12/22	04/18/22	M-F 3p-330p	M-F 3p-330p		:30			NM	2	\$300.00

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

<u>Contract / Revision</u> 3509387 /		<u>Alt Order #</u> 27765245
<u>Advertiser</u> POL/Richard Irvin/Governor/IL/Rep		<u>Original Date / Revision</u> 04/12/22 / 04/12/22
<u>Contract Dates</u> 04/12/22 - 04/18/22	<u>Product</u> 696/783/8658	<u>Estimate #</u> 8658

*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:		04/11/22	04/17/22	--W-F--				2	\$150.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WMBD	04/11/22-04/17/22	M-F 3p-330p	M-F 3p-330p	---W--F----	:30	\$150.00	NM		
		See MG 9.3										
		3	WMBD	04/11/22-04/17/22	M-F 3p-330p	M-F 3p-330p	----Th-----	:30	\$150.00	NM		
		Ⓜ MG for 9.1 04/13										
Week:		04/18/22	04/24/22	-----				0	\$0.00			
N 10	WMBD	04/12/22	04/18/22	M-F 430p-5p	M-F 430p-5p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/11/22	04/17/22	--W----				1	\$250.00			
Week:		04/18/22	04/24/22	M-----				1	\$250.00			
N 11	WMBD	04/12/22	04/18/22	5pm News	5pm News		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/11/22	04/17/22	-T-T----				2	\$450.00			
Week:		04/18/22	04/24/22	M-----				1	\$450.00			
N 12	WMBD	04/12/22	04/18/22	6pm News	6pm News		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/11/22	04/17/22	--W-F--				2	\$400.00			
Week:		04/18/22	04/24/22	-----				0	\$0.00			
N 13	WMBD	04/12/22	04/18/22	Sun WMBD 530pm News	Sun WMBD 530pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/11/22	04/17/22	-----S				1	\$400.00			
Week:		04/18/22	04/24/22	-----				0	\$0.00			
N 14	WMBD	04/12/22	04/18/22	Wheel of Fortune	627p-658p		:30			NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/11/22	04/17/22	-TWTF--				4	\$1,000.00			
Week:		04/18/22	04/24/22	M-----				1	\$1,000.00			
N 15	WMBD	04/12/22	04/18/22	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:		04/11/22	04/17/22	-----S-				1	\$400.00			
Week:		04/18/22	04/24/22	-----				0	\$0.00			
N 16	WMBD	04/12/22	04/18/22	LN M-F	LN M-F 10p-1035p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/11/22	04/17/22	---T---				1	\$750.00			
Week:		04/18/22	04/24/22	M-----				1	\$750.00			
N 17	WMBD	04/12/22	04/18/22	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:		04/11/22	04/17/22	-----S-				1	\$400.00			
Week:		04/18/22	04/24/22	-----				0	\$0.00			
D 18	WMBD	04/12/22	04/18/22	Late Show	Late Show		:30			NM	0	\$0.00
N 19	WMBD	04/12/22	04/18/22	WMBD News at Noon	WMBD News at Noon		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/11/22	04/17/22	--W----				1	\$150.00			
Week:		04/18/22	04/24/22	M-----				1	\$150.00			
N 20	WMBD	04/12/22	04/18/22	Mon Prime Hour 2	Mon Prime Hour 2		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/11/22	04/17/22	-----				0	\$1,250.00			
Week:		04/18/22	04/24/22	M-----				1	\$1,250.00			

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WMBD
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<u>Contract / Revision</u> 3509387 /		<u>Alt Order #</u> 27765245
<u>Advertiser</u> POL/Richard Irvin/Governor/IL/Rep		<u>Original Date / Revision</u> 04/12/22 / 04/12/22
<u>Contract Dates</u> 04/12/22 - 04/18/22	<u>Product</u> 696/783/8658	<u>Estimate #</u> 8658

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 21	WMBD	04/12/22	04/18/22	Tue Prime Hour 1	Tue Prime Hour 1		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/11/22	04/17/22	-1-----				1	\$1,250.00			
	Week:	04/18/22	04/24/22	-----				0	\$1,250.00			
N 22	WMBD	04/12/22	04/18/22	Sat Prime Hour 3	Sat Prime Hour 3		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/11/22	04/17/22	-----1-				1	\$325.00			
	Week:	04/18/22	04/24/22	-----				0	\$0.00			
N 23	WMBD	04/12/22	04/18/22	Sun Prime Hour 1	Sun Prime Hour 1		: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:	04/11/22	04/17/22	-----1				1	\$1,500.00			
	Week:	04/18/22	04/24/22	-----				0	\$0.00			
D 24	WMBD	04/12/22	04/18/22	Sun Prime Hour 1	Sun Prime Hour 1		:30			NM	0	\$0.00
N 25	WMBD	04/12/22	04/18/22	Mon Prime Hour 3	Mon Prime Hour 3		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/11/22	04/17/22	-----				0	\$1,250.00			
	Week:	04/18/22	04/24/22	1-----				1	\$1,250.00			
N 26	WMBD	04/12/22	04/18/22	Wed Prime Hour 1	Wed Prime Hour 1		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/11/22	04/17/22	--1----				1	\$2,000.00			
	Week:	04/18/22	04/24/22	-----				0	\$2,000.00			
N 27	WMBD	04/12/22	04/18/22	Thur Prime Hour 3	Thur Prime Hour 3		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/11/22	04/17/22	---1---				1	\$1,250.00			
	Week:	04/18/22	04/24/22	-----				0	\$2,000.00			
N 28	WMBD	04/12/22	04/18/22	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:	04/11/22	04/17/22	-----1-				1	\$500.00			
	Week:	04/18/22	04/24/22	-----				0	\$500.00			
N 29	WMBD	04/12/22	04/18/22	4:30 AM-5:00 AM	4:30 AM-5:00 AM		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/11/22	04/17/22	---1---				1	\$75.00			
	Week:	04/18/22	04/24/22	-----				0	\$500.00			
N 30	WMBD	04/12/22	04/18/22	Late Late Show	Late Late Show		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/11/22	04/17/22	---T---				1	\$100.00			
	Week:	04/18/22	04/24/22	M-----				1	\$100.00			
N 31	WMBD	04/12/22	04/18/22	5:30 AM-6:00 AM	5:30 AM-6:00 AM		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	04/11/22	04/17/22	----1--				1	\$175.00			
	Week:	04/18/22	04/24/22	-----				0	\$175.00			
Totals											48	\$25,525.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/28/22 - 04/24/22	48	\$25,525.00	(\$3,828.75)	\$21,696.25
Totals	48	\$25,525.00	(\$3,828.75)	\$21,696.25

(* 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> 3509387 /		<u>Alt Order #</u> 27765245
<u>Advertiser</u> POL/Richard Irvin/Governor/IL/Rep		<u>Original Date / Revision</u> 04/12/22 / 04/12/22
<u>Contract Dates</u> 04/12/22 - 04/18/22	<u>Product</u> 696/783/8658	<u>Estimate #</u> 8658

Signature: _____ **Date:** _____

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