

ORDER



Orders
Order / Rev: 3481668 - 1 *rev 1*
Alt Order #: 27751365
Product Desc: Tu-Mon week
Estimate: 2644
Flight Dates: 03/29/22 - 04/04/22
Original Date / Rev: 03/25/22 / 03/31/22
Order Type: REG

Primary AE: Millennium Washington, DC
Sales Office: M-WAS
Sales Region: Nat

Agency Name: SRCPmedia
Buying Contact: Betsy Vonderheid
Billing Contact:
 201 North Union Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Darren Bailey/Governor/IL/Rep
Demographic: A35+
Product Codes: PL14
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND
Priority: P5

Order Brand:
New Business End:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/04/22	21	\$7,400.00	\$6,290.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	21	\$7,400.00	\$6,290.00	0.00
Totals	21	\$7,400.00	\$6,290.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington, DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
Rockford WTVO	29%	\$7,400.00
Market	100%	\$25,517.24

Competitive Share

Competitive Share	Share	Total
ABR	0%	\$0.00
CABLE	0%	\$0.00
ETVO	0%	\$0.00
UNKWN	61%	\$15,565.52
WIFR	0%	\$0.00
WQRF	10%	\$2,551.72
WREX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTVO	03/29/22	04/04/22	GMA GMA	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$175.00	P3	0.00	NM	5	\$875.00
Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 03/29/22 04/04/22 MTWTF-- 5 \$175.00 0.00															
2	WTVO	03/29/22	04/04/22	M-F 9a-10a Live w/Kelly & Ryan	CM	M-F 9a-10a	MTWTF--	:30	2	\$50.00	P4	0.00	NM	2	\$100.00
Live With Kelly & Ryan <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															

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Rockford WTVO

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/29/22	04/04/22	MTWTF--					2	\$50.00		0.00			
3	WTVO	03/29/22	04/04/22	M-F 10a-11a VIEW	CM	10a-11a	MTWTF--	:30	3	\$50.00	P4	0.00	NM	3	\$150.00
View															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/29/22	04/04/22	MTWTF--					3	\$50.00		0.00			
E 4	WTVO	03/29/22	04/04/22	M-F 5p-530p News Eyewitness News @ 5p	CM	M-F 5p-530p	MTWTF--	:30	2	\$350.00	P3	0.00	NM	2	\$700.00
Eyewitness News at 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/29/22	04/04/22	MTWTF--					2	\$350.00		0.00			
<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>Rtg</u>	<u>Type</u>		
2	NTVO	03/29/22-04/04/22	M-F 5p-530p News			M-F 5p-530p	MTWThF----	:30		(\$350.00)		0.00	NM		
See MG 4.3 [Order Separation Conflict]															
3	NTVO	04/03/22-04/03/22	LN	Su		Su 10p-1030p	-----Su	:30		\$350.00		0.00	NM		
Ⓜ MG for 4.2 04/04 [Makegood]															
5	WTVO	03/29/22	04/04/22	M-F 530p-6p World News ABC World News	CM	M-F 530p-6p	MTWTF--	:30	2	\$1,500.00	P3	0.00	NM	2	\$3,000.00
ABC World News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/29/22	04/04/22	MTWTF--					2	\$1,500.00		0.00			
6	WTVO	03/29/22	04/04/22	M-F 6p-630p News Eyewiitness News @ 6p	CM	6p-630p	MTWTF--	:30	5	\$375.00	P3	0.00	NM	5	\$1,875.00
Eyewitness News at 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/29/22	04/04/22	MTWTF--					5	\$375.00		0.00			
7	WTVO	03/29/22	04/04/22	LN M-F Eyewitness News @ 10p	CM	M-F 10p-1035p	MTWTF--	:30	2	\$350.00	P3	0.00	NM	2	\$700.00
WTVO Ch17 News 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		03/29/22	04/04/22	MTWTF--					2	\$350.00		0.00			
													Totals	21	\$7,400.00

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 27751365 Changes as of: 3/31/2022 at 9:07 AM Version: Highlighting Makegood 1 Status: Accepted

CPE: 285/872/2644 Flight: 3/29/22 - 4/4/22 Station: WTVO Con Type: POLITICAL/VOTE

Agency: SRCP Media Advertiser: Bailey for Illinois Market: Rockford Total \$: \$7,400.00

201 NORTH UNION ST Product: Tu-Mon week Office: WASHINGTON Total Spots: 21

SUITE 200 Agency Order #: 11512730 Service: Nielsen Total CPP: \$0.00

ALEXANDRIA VA 22314 Buyer: Vonderheid, Betsy Primary Demo: Adults 35+ Total GRP:

Separation: Salesperson: SHANNAN YALLOF Assistant: SHANNAN YALLOF Traffic #: 3481668

Comments: Separation: 30; Population Buy Type: CPP Separation: 212-373-8131 212-373-8131

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	3/29	3/29	Total Spots	Total \$	CPP+	GRP+
MSD 4	Tu-F, M 5p-5:30p		Eyewitness News at 5PM	\$350.00	0	30	2	1	1	\$350.00	\$0.00	0.0
MGD 8	Su 10p-10:30p		LATE NEWS	\$350.00	0.0	30	1	1	1	\$350.00	\$0.00	0.0
TOTALS: 21									21	\$7,400.00	\$0.00	0.0

Date/Time	Action	Added by	Comment
03/31/22 9:07 AM	Sent To Rep	Mary Anderson	REVISED OFFER - PLEASE NOTE THAT THIS HAS ALREADY BEEN DONE - NEED IMMEDIATE ACCEPTANCE
03/31/22 8:59 AM	Returned	SHANNAN YALLOF	how about LNP?
03/31/22 8:29 AM	Sent To Rep	Charlene Whiteside	SEE LINE 4 FOR NA SPOT DUE TO SEP ISSUE - SEE LINE 8 FOR MG BOOKED - PLEASE TURN AROUND QUICKLY FOR OUR PUBLIC FILE