



Primary AE:	<u>Millennium Washington,DC</u>
Sales Office:	<u>M-WAS</u>
Sales Region:	<u>Nat</u>

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

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/04/22	19	\$4,306.25	\$3,660.31

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	19	\$4,306.25	\$3,660.31	0.00
Totals	19	\$4,306.25	\$3,660.31	0.00

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

Order Share	Share	Total
Rockford WTVO	29%	\$4,306.25
Market	100%	\$14,848.28

Competitive Share	Share	Total
ABR	0%	\$0.00
CABLE	0%	\$0.00
ETVO	0%	\$0.00
UNKWN	61%	\$9,057.45
WIFR	0%	\$0.00
WQRF	10%	\$1,484.83
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	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	MTWTF--	:15	5	\$113.75	P3	0.00	NM	5	\$568.75
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		\$113.75	0.00							
2	WTVO	03/29/22	04/04/22	M-F 9a-10a Live w/Kelly & Ryan	CM	M-F 9a-10a	MTWTF--	:15	1	\$32.50	P4	0.00	NM	1	\$32.50
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>							

Order / Rev: 3481718 - 1
Alt Order #: 27751372
Flight Dates: 03/29/22 - 04/04/22

Advertiser: POL/Darren Bailey/Governor/IL/Rep
Product Desc: Tu-Mon week
Estimate: 2645

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--			1		\$32.50	0.00					
3	WTVO	03/29/22	04/04/22	M-F 10a-11a VIEW	CM	10a-11a	MTWTF--	:15	2	\$32.50	P4	0.00	NM	2	\$65.00
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--			2		\$32.50	0.00					
4	WTVO	03/29/22	04/04/22	M-F 5p-530p News Eyewitness News @ 5p	CM	M-F 5p-530p	MTWTF--	:15	2	\$227.50	P3	0.00	NM	2	\$455.00
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		\$227.50	0.00					
N 5	WTVO	03/29/22	04/04/22	M-F 530p-6p World New ABC World News	SM	M-F 530p-6p	MTWTF--	:15	2	\$975.00	P3	0.00	NM	2	\$1,950.00
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		\$975.00	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 530p-6p World News		M-F 530p-6p	MTWThF----	:15		(\$975.00)		0.00	NM		
See MG 5.3															
[ALREADY :30 SPOT ORDERED FOR 1 BREAK]															
3	NTVO	03/29/22-04/04/22		World News Sa-Su		World News Sa-S	-----Su	:15		\$975.00		0.00	NM		
Ⓜ MG for 5.2 04/04															
[Makegood]															
6	WTVO	03/29/22	04/04/22	M-F 6p-630p News Eyewitness News @ 6p	CM	6p-630p	MTWTF--	:15	2	\$243.75	P3	0.00	NM	2	\$487.50
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--			2		\$243.75	0.00					
7	WTVO	03/29/22	04/04/22	M-F 630p-7p ENTERTAINMENT TONIGHT	CM	630p-7p	MTWTF--	:15	3	\$97.50	P4	0.00	NM	3	\$292.50
Entertainment Tonight															
		<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		\$97.50	0.00					
8	WTVO	03/29/22	04/04/22	LN M-F Eyewitness News @ 10p	CM	M-F 10p-1035p	MTWTF--	:15	2	\$227.50	P3	0.00	NM	2	\$455.00
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		\$227.50	0.00					
Totals														19	\$4,306.25

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 27751372

Changes as of: 3/30/2022 at 10:42 AM

Version: Highlighting Makegood 1

Status: Confirmed

CPE: 285/872/2645

Flight: 3/29/22 - 4/4/22

Station: WTVQ

Con Type: POLITICAL/NOTE

Agency: SRCP Media

Advertiser: Bailey for Illinois

Market: Rockford

Total \$: \$4,306.25

201 NORTH UNION ST

Product: Tu-Mon week

Office: WASHINGTON

Total Spots: 19

SUITE 200

ALEXANDRIA VA

22314

Agency Order #: 11512726

Service: Nielsen

Total CPP: \$0.00

Buyer: Vonderheid, Betsy

Primary Demo: Adults 35+

Total GRP:

Salesperson: SHANNAN YALLOF

Assistant: SHANNAN YALLOF

Traffic #: 3481718

212-373-8131

212-373-8131

Comments: Separation: 30; Population Buy Type: CPP

Separation:

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	3/29	3/29 - 3/29	Total Spots	Total \$	CPP*	GRP*
MSD 5	Tu-F, M 5:30p-6p		ABC World News	\$975.00	0	15	2 + 1		1	\$975.00	\$0.00	0.0
MGD 9	Su 5:30p-6p		ABC World News	\$975.00	0.0	15	1		1	\$975.00	\$0.00	0.0
TOTALS: 19									19	\$4,306.25	\$0.00	0.0



125 West 55th St
New York, NY 10019

Contract # 27751372	Changes as of: 3/30/2022 at 10:42 AM	Version: Highlighting Makegood 1	Status: Confirmed
CPE: 285/872/2645	Flight: 3/29/22 - 4/4/22	Station: WTVQ	Con Type: POLITICAL/NOTE
Agency: SRCP Media	Advertiser: Bailey for Illinois	Market: Rockford	Total \$: \$4,306.25
201 NORTH UNION ST	Product: Tu-Mon week	Office: WASHINGTON	Total Spots: 19
SUITE 200			
ALEXANDRIA VA			
22314			
Agency Order #: 11512726	Buyer: Vonderheid, Betsy	Service: Nielsen	Total CPE: \$0.00
Salesperson: SHANNAN YALLOF	Primary Demo: Adults 35+	Assistant: SHANNAN YALLOF	Total GRP:
212-373-8131	212-373-8131	212-373-8131	Traffic #: 3481718
Separation:			

Special Instructions	
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Order Level Comments	
Date/Time	Added by
03/30/22 10:42 AM	Mary Anderson
03/25/22 9:41 AM	SHANNAN YALLOF
03/25/22 9:41 AM	SHANNAN YALLOF
SEE LINE 5 FOR NA SPOT DUE TO OVERSOLD - SEE LINE 9 FOR MG OFFER - PLEASE NOTE THAT THIS HAS ALREADY BEEN DONE - NEED IMMEDIATE ACCEPTANCE	
Separation: 30:PopulationBuyType: CPP	
Separation: 30:PopulationBuyType: CPP	

Competitive Information	
Market Budget:	\$14,848
WTVQ Share:	29%
Comment:	
WGRF:	10%
Unknown:	61%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	19	\$4,306.25	N/A	0.0
Total	100%	19	\$4,306.25	N/A	0.0

Monthly Summary			
Month	Spots	Dollars	
2022-Apr	19	\$4,306.25	
Total	19	\$4,306.25	

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Makegood 1	3/30/22 10:42 AM	Mary Anderson	Confirmed	1	1	\$0
Queued for Electronic Contracting	3/25/22 9:44 AM					\$0
Revision	3/25/22 9:41 AM	SHANNAN YALLOF	Confirmed			\$0
New	3/25/22 9:09 AM	SHANNAN YALLOF	New	19		\$4,306.25
						\$4,306.25
						Changes: 2 buylines added or modified.

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.