

ORDER



Orders
Order / Rev: 3498593
Alt Order #: 27760103
Product Desc: Tu-Mon week
Estimate: 2657
Flight Dates: 04/05/22 - 04/11/22
Original Date / Rev: 04/01/22 / 04/01/22
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	04/11/22	21	\$5,400.00	\$4,590.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	21	\$5,400.00	\$4,590.00	0.00
Totals	21	\$5,400.00	\$4,590.00	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	Share	Total
Rockford WTVO	30%	\$5,400.00
Market	100%	\$18,000.00

Competitive Share	Share	Total
ABR	0%	\$0.00
CABLE	0%	\$0.00
ETVO	0%	\$0.00
UNKWN	65%	\$11,700.00
WIFR	0%	\$0.00
WQRF	5%	\$900.00
WREX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTVO	04/05/22	04/11/22	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: 04/05/22 04/11/22 MTWTF-- 5 \$175.00 0.00															
N 2	WTVO	04/05/22	04/11/22	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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 Flight Dates: 04/05/22 - 04/11/22

Advertiser: POL/Darren Bailey/Governor/IL/Rep
 Product Desc: Tu-Mon week
 Estimate: 2657

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: 04/05/22	04/11/22	MTWTF--		2				\$50.00		0.00			
N 3	WTVO	04/05/22	04/11/22	M-F 10a-11a VIEW	CM	10a-11a	MTWTF--	:30	2	\$50.00	P4	0.00	NM	2	\$100.00
		View													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/05/22	04/11/22	MTWTF--		2				\$50.00		0.00			
N 4	WTVO	04/05/22	04/11/22	M-F 5p-530p News Eyewitness News @ 5p	CM	M-F 5p-530p	MTWTF--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
		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: 04/05/22	04/11/22	MTWTF--		5				\$350.00		0.00			
N 5	WTVO	04/05/22	04/11/22	M-F 6p-630p News Eyewitness 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: 04/05/22	04/11/22	MTWTF--		5				\$375.00		0.00			
N 6	WTVO	04/05/22	04/11/22	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: 04/05/22	04/11/22	MTWTF--		2				\$350.00		0.00			
													Totals	21	\$5,400.00

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 27760103 Changes as of: 4/1/2022 at 11:43 AM Version: Current State Version 1

CPE: 285/872/2657 Flight: 4/5/22 - 4/1/22 Con Type: POLITICAL/VOTE
 Agency: SRCP Media Advertiser: Bailey for Illinois Total \$: \$5,400.00
 201 NORTH UNION ST Product: Tu-Mon week Office: WASHINGTON Total Spots: 21
 SUITE 200 ALEXANDRIA VA 22314

Agency Order #: 11539090 Service: Nielsen Total CPP: \$97.30
 Buyer: Vonderheid, Betsy Primary Demo: Adults 35+ Total GRP: 55.5
 Salesperson: SHANNAN YALLOF 212-373-8131 Assistant: SHANNAN YALLOF 212-373-8131

Comments: Separation: 30; Population Buy Type: CPP Separation:

3498593

#	Day/Time	DP	Program	Rate	A35P Rating	Len	4/5 - 4/5		Total Spots	Total \$	CPP*	GRP*
							4/5	4/5				
1	Tu-F,M 7a-8a		Good Morning America	\$175.00	1.5	30	5		5	\$875.00	\$116.67	7.5
2	Tu-F,M 9a-10a		Live With Kelly & Ryan	\$50.00	1.5	30	2		2	\$100.00	\$33.33	3.0
3	Tu-F,M 10a-11a		View	\$50.00	1.5	30	2		2	\$100.00	\$33.33	3.0
4	Tu-F,M 5p-5:30p		Eyewitness News at 5PM	\$350.00	3.7	30	5		5	\$1,750.00	\$94.59	18.5
5	Tu-F,M 6p-6:30p		Eyewitness News at 6PM	\$375.00	3.5	30	5		5	\$1,875.00	\$107.14	17.5
6	Tu-F,M 10p-10:35p		WTVO Ch17 News 10	\$350.00	3.0	30	2		2	\$700.00	\$116.67	6.0
TOTALS:									21	\$5,400.00	\$97.30	55.5

Prepared by ME Date 4/1
 Reviewed by CW Date 4/1

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 27760103 Changes as of: 4/11/2022 at 11:43 AM Version: Current State Version 1

CPE: 285/872/2657 Flight: 4/5/22 - 4/11/22 Station: WTVU Con Type: POLITICAL/VOTE
 Agency: SRCP Media Advertiser: Bailey for Illinois Market: Rockford Total \$: \$5,400.00
 201 NORTH UNION ST Product: Tu-Mon week Office: WASHINGTON Total Spots: 21
 SUITE 200
 ALEXANDRIA VA 22314

Agency Order #: 11539090 Service: Nielsen Total CPP: \$97.30
 Buyer: Vonderheid, Betsy Primary Demo: Adults 35+ Total GRP: 55.5
 Salesperson: SHANNAN YALLOF Assistant: SHANNAN YALLOF
 Separation: 212-373-8131 Separation: 212-373-8131

Special Instructions

Date/Time	Added by	Comment
04/01/22 11:43 AM	SHANNAN YALLOF	Separation: 30: Population Buy Type: CPP

Competitive Information	
Market Budget:	\$18,000
WTVU Share:	30%
Comment:	WGRF: 5%
Unknown:	65%

Transaction History								
Trans	Created/Received/Contracting	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	4/1/22 11:44 AM					\$0	\$0	
New	4/1/22 11:43 AM	SHANNAN YALLOF	New	21		\$5,400.00	\$5,400.00	

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.

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
Total	100%	21	\$5,400.00	\$97.30	55.5

Monthly Summary		
Month	Spots	Dollars
2022-Apr	21	\$5,400.00
Total	21	\$5,400.00