

Order / Rev: 1428223
 Alt Order #: 25904522
 Flight Dates: 03/06/18 - 03/12/18

Advertiser: POL/Pat Quinn/Attorney General/Dem/IL
 Product Desc: Candidate
 Estimate: 1530

WTVO Rockford, IL

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
[BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/05/18	03/11/18	--W----		1			\$100.00			0.00			
N 3	WTVO	03/08/18	03/08/18	EM M-F 5a-7a MORNING NEWS	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	---T---	:15/:15	1	\$100.00	P4	0.00	BK	1	\$100.00
WTVO Morning News [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/05/18	03/11/18	---T---		1			\$100.00			0.00			
N 4	WTVO	03/09/18	03/09/18	EM M-F 5a-7a MORNING NEWS	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	----F--	:15/:15	1	\$100.00	P4	0.00	BK	1	\$100.00
WTVO Morning News [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/05/18	03/11/18	----F--		1			\$100.00			0.00			
N 5	WTVO	03/12/18	03/12/18	EM M-F 5a-7a MORNING NEWS	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	M-----	:15/:15	1	\$100.00	P4	0.00	BK	1	\$100.00
WTVO Morning News [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/12/18	03/18/18	M-----		1			\$100.00			0.00			
N 6	WTVO	03/06/18	03/06/18	GMA GMA	CM	7:00 AM-8:00 AM	-T-----	:15/:15	1	\$250.00	P4	0.00	BK	1	\$250.00
Good Morning America [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/05/18	03/11/18	-T-----		1			\$250.00			0.00			
N 7	WTVO	03/07/18	03/07/18	GMA GMA	CM	7:00 AM-8:00 AM	--W----	:15/:15	1	\$250.00	P4	0.00	BK	1	\$250.00
Good Morning America [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/05/18	03/11/18	--W----		1			\$250.00			0.00			
N 8	WTVO	03/08/18	03/08/18	GMA GMA	CM	7:00 AM-8:00 AM	---T---	:15/:15	1	\$250.00	P4	0.00	BK	1	\$250.00
Good Morning America [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/05/18	03/11/18	---T---		1			\$250.00			0.00			
N 9	WTVO	03/09/18	03/09/18	GMA GMA	CM	7:00 AM-8:00 AM	----F--	:15/:15	1	\$250.00	P4	0.00	BK	1	\$250.00
Good Morning America [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/05/18	03/11/18	----F--		1			\$250.00			0.00			
N 10	WTVO	03/12/18	03/12/18	GMA GMA	CM	7:00 AM-8:00 AM	M-----	:15/:15	1	\$250.00	P4	0.00	BK	1	\$250.00
Good Morning America [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/12/18	03/18/18	M-----		1			\$250.00			0.00			
N 11	WTVO	03/06/18	03/06/18	M-F 4p-5p JUDGE JUDY	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	-T-----	:15/:15	1	\$150.00	P4	0.00	BK	1	\$150.00
Judge Judy Hour [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/05/18	03/11/18	-T-----		1			\$150.00			0.00			
N 12	WTVO	03/07/18	03/07/18	M-F 4p-5p JUDGE JUDY	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	--W----	:15/:15	1	\$150.00	P4	0.00	BK	1	\$150.00
Judge Judy Hour [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		03/05/18	03/11/18	--W----		1			\$150.00			0.00			

Advertiser:	POL/Pat Quinn/Attorney General/Dem/IL
Product Desc:	Candidate
Estimate:	1530

WTVO Rockford, IL

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WTVO	03/08/18	03/08/18	M-F 4p-5p JUDGE JUDY	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	---T---	:15/:15	1	\$150.00	P4	0.00	BK	1	\$150.00
Judge Judy Hour [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/05/18	03/11/18	---T---	1		\$150.00		0.00						
N 14	WTVO	03/12/18	03/12/18	M-F 4p-5p JUDGE JUDY	CM	4:30 PM-5:00 PM (4:30 PM-5:00 PM)	M-----	:15/:15	1	\$150.00	P4	0.00	BK	1	\$150.00
Judge Judy Hour [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/12/18	03/18/18	M-----	1		\$150.00		0.00						
N 15	WTVO	03/06/18	03/06/18	M-F 6p-630p News 6P NEWS	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	-T-----	:15/:15	1	\$300.00	P4	0.00	BK	1	\$300.00
Wtvo Ch. 17 News At 6PM [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/05/18	03/11/18	-T-----	1		\$300.00		0.00						
N 16	WTVO	03/07/18	03/07/18	M-F 6p-630p News 6P NEWS	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	--W----	:15/:15	1	\$300.00	P4	0.00	BK	1	\$300.00
Wtvo Ch. 17 News At 6PM [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/05/18	03/11/18	--W----	1		\$300.00		0.00						
N 17	WTVO	03/08/18	03/08/18	M-F 6p-630p News 6P NEWS	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	---T---	:15/:15	1	\$300.00	P4	0.00	BK	1	\$300.00
Wtvo Ch. 17 News At 6PM [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/05/18	03/11/18	---T---	1		\$300.00		0.00						
N 18	WTVO	03/12/18	03/12/18	M-F 6p-630p News 6P NEWS	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	M-----	:15/:15	1	\$300.00	P4	0.00	BK	1	\$300.00
Wtvo Ch. 17 News At 6PM [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/12/18	03/18/18	M-----	1		\$300.00		0.00						
N 19	WTVO	03/06/18	03/06/18	LN M-F LATE NEWS	CM	10:00 PM-10:35 PM (10:00 PM-10:35 PM)	PI-T-----	:15/:15	1	\$300.00	P4	0.00	BK	1	\$300.00
WTVO Ch17 News 10 [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/05/18	03/11/18	-T-----	1		\$300.00		0.00						
N 20	WTVO	03/07/18	03/07/18	LN M-F LATE NEWS	CM	10:00 PM-10:35 PM (10:00 PM-10:35 PM)	PI--W----	:15/:15	1	\$300.00	P4	0.00	BK	1	\$300.00
WTVO Ch17 News 10 [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/05/18	03/11/18	--W----	1		\$300.00		0.00						
N 21	WTVO	03/12/18	03/12/18	LN M-F LATE NEWS	CM	10:00 PM-10:35 PM (10:00 PM-10:35 PM)	PI-M-----	:15/:15	1	\$300.00	P4	0.00	BK	1	\$300.00
WTVO Ch17 News 10 [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/12/18	03/18/18	M-----	1		\$300.00		0.00						
N 22	WTVO	03/11/18	03/11/18	LN Su LATE NEWS	CM	10:00 PM-10:35 PM (10:00 PM-10:35 PM)	PI-----S	:15/:15	1	\$300.00	P4	0.00	BK	1	\$300.00
WTVO Ch17 News 10 [BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		03/05/18	03/11/18	-----S	1		\$300.00		0.00						
N 23	WTVO	03/06/18	03/06/18	M-F 9a-10a LIVE WITH KELLY & RYAN	CM	9:00 AM-10:00 AM (9:00 AM-10:00 AM)	-T-----	:15/:15	1	\$85.00	P4	0.00	BK	1	\$85.00
Live With Kelly & Ryan															

Order / Rev: 1428223
 Alt Order #: 25904522
 Flight Dates: 03/06/18 - 03/12/18

Advertiser: POL/Pat Quinn/Attorney General/Dem/IL
 Product Desc: Candidate
 Estimate: 1530

WTVO Rockford, IL

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
[BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 03/05/18		03/05/18	03/11/18	-T-----					1	\$85.00		0.00			
N 24	WTVO	03/07/18	03/07/18	M-F 9a-10a	CM	9:00 AM-10:00 AM	--w----	:15/:15	1	\$85.00	P4	0.00	BK	1	\$85.00
				LIVE WITH KELLY & RYAN	(9:00 AM-10:00 AM)										
Live With Kelly & Ryan															
[BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 03/05/18		03/05/18	03/11/18	--W----					1	\$85.00		0.00			
N 25	WTVO	03/09/18	03/09/18	M-F 10a-11a	CM	10:00 AM-11:00 AM	AI----F--	:15/:15	1	\$85.00	P4	0.00	BK	1	\$85.00
				THE VIEW	(10:00 AM-11:00 AM)										
View															
[BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 03/05/18		03/05/18	03/11/18	----F--					1	\$85.00		0.00			
N 26	WTVO	03/12/18	03/12/18	M-F 10a-11a	CM	10:00 AM-11:00 AM	AIM-----	:15/:15	1	\$85.00	P4	0.00	BK	1	\$85.00
				THE VIEW	(10:00 AM-11:00 AM)										
View															
[BOOKENDS]															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 03/12/18		03/12/18	03/18/18	M-----					1	\$85.00		0.00			
													Totals	26	\$5,090.00



125 West 55th St
New York, NY 10019

Contract # 25904522 Changes as of: 3/5/2018 at 9:03 AM Version: Current State Version 2

CPE: 6/6/1530 Flight: 3/6/18 - 3/12/18 Station: WTVO Total \$: \$5,090.00

Agency: HULSEN MEDIA Advertiser: QUINN, PAT Market: Rockford Total Spots: 52

2400 Laramie Trail Product: Candidate Office: WASHINGTON Total CPP: \$23.33

Austin, TX 78745 Agency Order #: 7117498 Buyer: Hulsen, Meenah Primary Demo: Adults 35+ Total GRP: 218.2

Salesperson: BRADLEY PHILIPPS Con Type: POLITICAL/NOTE Assistant: BRADLEY PHILIPPS Separation:

Comments: Separation: 15

1428223

#	Day/Time	DP	Program	Rate	A35P Rating	Len	3/6 - 3/12										Total Spots	Total \$	CPP*	GRP*
							3/6	3/7	3/8	3/9	3/10	3/11	3/12							
1	M-F 6:30a-7a		WTVO Morning News	\$50.00	3.0	15	2	2	2	2	0	0	2		10	\$500.00	\$16.67	30.0		
[BOOKENDS] Changes: Len from 15 to 15S																				
2	M-F 7a-8a		Good Morning America	\$125.00	3.9	15	2	2	2	2	0	0	2		10	\$1,250.00	\$32.05	39.0		
[BOOKENDS] Changes: Len from 15 to 15S																				
3	M-F 4:30p-5p		Judge Judy Hour	\$75.00	3.9	15	2	2	2	0	0	0	2		8	\$600.00	\$19.23	31.2		
[BOOKENDS] Changes: Len from 15 to 15S																				
4	M-F 6p-6:30p		Wtvo Ch. 17 News At 6PM	\$150.00	6.5	15	2	2	2	0	0	0	2		8	\$1,200.00	\$23.08	52.0		
[BOOKENDS] Changes: Len from 15 to 15S																				
5	M-F 10p-10:35p		WTVO Ch17 News 10	\$150.00	5.5	15	2	2	0	0	0	0	2		6	\$900.00	\$27.27	33.0		
[BOOKENDS] Changes: Len from 15 to 15S																				
6	Su 6:10p-10:35p		WTVO Ch17 News 10	\$150.00	5.5	15	0	0	0	0	0	2	0		2	\$300.00	\$27.27	11.0		
[BOOKENDS] Changes: Len from 15 to 15S																				
7	M-F 9a-10a		Live With Kelly & Ryan	\$42.50	3.0	15	2	2	0	0	0	0	0		4	\$170.00	\$14.17	12.0		
[BOOKENDS] Changes: Len from 15 to 15S																				
8	M-F 10a-11a		View	\$42.50	2.5	15	0	0	0	2	0	0	2		4	\$170.00	\$17.00	10.0		
[BOOKENDS] Changes: Len from 15 to 15S																				
TOTALS: 12 12 8 6 0 2 12																52	\$5,090.00	\$23.33	218.2	



KATZ TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 25904522

Changes as of: 3/5/2018 at 9:03 AM

Version: Current State Version 2

Total \$: \$5,090.00

CPE: 6/6/1530
Agency: HULSEN MEDIA
SERVICE
2400 Laramie Trail
Austin, TX 78745

Flight: 3/6/18 - 3/12/18
Advertiser: QUINN, PAT

Station: WTVO
Market: Rockford

Total Spots: 52

Product: Candidate
Agency Order #: 7117498
Buyer: Hulsen, Meenah
Salesperson: BRADLEY PHILIPPS
202-955-5342

Office: WASHINGTON
Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
Assistant: BRADLEY PHILIPPS
202-955-5342

Total CPE: \$23.33
Total GRP: 218.2
Separation:

Special
Instructions

Order Level Comments

Date/Time Added by Comment
03/05/18 9:03 AM BRADLEY PHILIPPS Separation: 15
03/05/18 9:03 AM BRADLEY PHILIPPS Separation: 15

Competitive Information

Market Budget: \$13,051
WTVO Share: 39%
Comment:
WIFR: 27%
WREX: 34%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	52	\$5,090.00	\$23.33	218.2
Total	100%	52	\$5,090.00	\$23.33	218.2

Monthly Summary

Month	Spots	Dollars
2018-Mar	52	\$5,090.00
Total	52	\$5,090.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	3/5/18 9:03 AM	BRADLEY PHILIPPS	Revised			\$0	\$5,090.00	Changes: Original Start to 3/5/18, Flight Start from 3/5/18 to 3/6/18, Original End to 3/18/18, Flight End from 3/18/18 to 3/12/18, Original Entered Dollars to \$0.00, User Entered \$ from \$0.00 to \$5,090.00. 8 buylines added or modified.
New	3/5/18 9:01 AM	BRADLEY PHILIPPS	New	52		\$5,090.00	\$5,090.00	

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.

Non-Discrimination
Policy

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

I, HMS

being/on behalf of: Pat Quinn

a legally qualified candidate of the Democratic

political party for the office of: Illinois Attorney General

in the Primary

election to be held on: 3/20/18

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Taxpayers for Quinn

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Cheryl Byers | 216 N Jefferson, suite 200, Chicago, IL 60661 | 312-485-9104

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional 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.

To Be Signed By Candidate or Authorized Committee

2/9/18 K-BL
Date Signature

To Be Signed By Station Representative

☒ Accepted ☐ Accepted in Part ☐ Rejected
[Signature] Mich Cepriak Asst
Signature Printed Name Title