

# ORDER



**Orders**  
**Order / Rev:** 1428223  
**Alt Order #:** 25904522  
**Product Desc:** Candidate  
**Estimate:** 1530  
**Flight Dates:** 03/06/18 - 03/12/18  
**Original Date / Rev:** 03/05/18 / 03/05/18  
**Order Type:** REG

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

**Agency Name:** Hulsen Media Services  
**Buying Contact:**  
**Billing Contact:**  
 2400 Laramie Trail  
 Austin, TX 78745

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

**Advertiser Name:** POL/Pat Quinn/Attorney General/Dem.  
**Demographic:** A35+  
**Product Codes:** PL17  
**Priority:** P5  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/26/18	03/12/18	26	\$5,090.00	\$4,326.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2018	26	\$5,090.00	\$4,326.50	0.00
<b>Totals</b>	<b>26</b>	<b>\$5,090.00</b>	<b>\$4,326.50</b>	<b>0.00</b>

**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
WTVO Rockford, IL	39%	\$5,090.00
Market	100%	\$13,051.28

**Competitive Share**

	Share	Total
ABR	0%	\$0.00
CABLE	0%	\$0.00
ETVO	0%	\$0.00
UNKWN	0%	\$0.00
WIFR	27%	\$3,523.85
WQRF	0%	\$0.00
WREX	34%	\$4,437.44

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTVO	03/06/18	03/06/18	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 2	WTVO	03/07/18	03/07/18	EM M-F 5a-7a MORNING NEWS	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	--W----	:15/:15	1	\$100.00	P4	0.00	BK	1	\$100.00
WTVO Morning News															

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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 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 --W---- 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 ---T--- 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															

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WTVO Rockford, IL

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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																																
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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																																
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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]																																															
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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																																
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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																																
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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																																
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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)	-T-----	:15/:15	1	\$300.00	P4	0.00	BK	1	\$300.00																																
WTVO Ch17 News 10 [BOOKENDS]																																															
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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)	--W----	:15/:15	1	\$300.00	P4	0.00	BK	1	\$300.00																																
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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)	M-----	:15/:15	1	\$300.00	P4	0.00	BK	1	\$300.00																																
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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)	-----S	:15/:15	1	\$300.00	P4	0.00	BK	1	\$300.00																																
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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																																															

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[BOOKENDS]															
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Week:		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 LIVE WITH KELLY & RYAN	CM	9:00 AM-10:00 AM (9:00 AM-10:00 AM)	--W----	:15/:15	1	\$85.00	P4	0.00	BK	1	\$85.00
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	03/11/18	--W----		1				\$85.00		0.00			
N 25	WTVO	03/09/18	03/09/18	M-F 10a-11a THE VIEW	CM	10:00 AM-11:00 AM (10:00 AM-11:00 AM)	AI----F--	:15/:15	1	\$85.00	P4	0.00	BK	1	\$85.00
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	03/11/18	----F--		1				\$85.00		0.00			
N 26	WTVO	03/12/18	03/12/18	M-F 10a-11a THE VIEW	CM	10:00 AM-11:00 AM (10:00 AM-11:00 AM)	AIM-----	:15/:15	1	\$85.00	P4	0.00	BK	1	\$85.00
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	03/18/18	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  
 SERVICE      2400 Laramie Trail      Product: Candidate      Office: WASHINGTON      Total CPP: \$23.33  
 Austin, TX 78745      Agency Order #: 7117498      Buyer: Hulsén, Meenah      Con Type: POLITICAL/VOTE      Total GRP: 218.2  
 Salesperson: BRADLEY PHILIPPS      202-955-5342      Assistant: BRADLEY PHILIPPS      Separation:

# 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 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



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      Flight: 3/6/18 - 3/12/18      Station: WTVO      Total Spots: 52

Agency: HULSEN MEDIA      Advertiser: QUINN, PAT      Market: Rockford      Total CPP: \$23.33

2400 Laramie Trail      Product: Candidate      Office: WASHINGTON      Total GRP: 218.2

Austin, TX 78745      Agency Order #: 7117498      Buyer: Hulsen, Meenah      Con Type: POLITICAL/VOTE      Separation:

Salesperson: BRADLEY PHILIPPS      Assistant: BRADLEY PHILIPPS      202-955-5342

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
	100%	52	\$5,090.00
<b>Total</b>	<b>100%</b>	<b>52</b>	<b>\$5,090.00</b>

Monthly Summary		
Month	Spots	Dollars
2018-Mar	52	\$5,090.00
<b>Total</b>	<b>52</b>	<b>\$5,090.00</b>

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

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

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                        
Date                                      Signature

**To Be Signed By Station Representative**

Accepted                       Accepted in Part                       Rejected  
                      Mich Cepriak                      Asst  
Signature                                      Printed Name                                      Title