



KATZ TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 26226569
CPE: 57/63/304
Agency: JAMESTOWN ASSOCIATES
116 Craig Road
Manalapan, NJ 07726

Changes as of: 10/19/2018 at 8:05 AM
Flight: 10/23/18 - 11/6/18
Advertiser: Jessica Gomez, OR SD-03
Product: TV
Agency Order #: 7869456
Buyer: Horan, Holly
Salesperson: SHEPARD RITZEN 215-567-7950
Separation:

Version: Highlighting Revision 1
Station: KOB
Market: Medford-Ashland
Office: PHILADELPHIA
Service: Nielsen
Primary Demo: Adults 35+
Assistant: SHEPARD RITZEN 215-567-7950

Con Type: POLITICAL/VOTE
Total \$: \$7,118.00
Total Spots: 74
Total CPP: \$9.84
Total GRP: 723.7

Comments: revise rates & cut back to balance. \$3 shy. If buyer can add \$ back on, will add spots back. was \$7121

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/23 - 11/6				Total Spots	Total \$	CPP*	GRP*
							10/23	10/30	11/6					
1	Tu-F,M 16a-7a		NBC 5 News At Sunrise	\$30.00	5.0	30	5	5	1		11	\$330.00	\$6.00	55.0
REV-2	Tu-F,M 7a-9a		Today Show	\$101.00	7.2	30	5	4	1		9	\$909.00	\$14.03	64.8
Changes: Rate from 55 to 101														
3	Tu-F,M 3p-5:30p		NBC 5 News At 5P	\$75.00	8.1	30	5	5	0		10	\$750.00	\$9.26	81.0
REV-4	Tu-F,M 6p-6:30p		NBC 5 News At 6P	\$173.00	11.2	30	5	3	0		6	\$1,038.00	\$15.45	67.2
Changes: Rate from 100 to 173														
REV-5	Tu-F,M 6:30p-7p		NBC 5 News At 6:30P	\$173.00	9.5	30	5	3	0		6	\$1,038.00	\$18.21	57.0
Changes: Rate from 100 to 173														
6	Tu-F,M 7p-7:30p		NBC 5 News At 7P	\$115.00	8.6	30	4	4	0		8	\$920.00	\$13.37	68.8
REV-7	Tu-F,M 7:30p-8p		Access Hollywood	\$80.00	8.4	30	3	3	0		5	\$400.00	\$9.52	42.0
8	Tu-F,M 11p-11:35p		NBC 5 News At 11P	\$75.00	8.6	30	4	4	0		8	\$600.00	\$8.72	68.8
Changes: Rate from 100 to 75														
F 9	10p-11p		Dateline-NBC	\$150.00	10.0	30	1	1	0		2	\$300.00	\$15.00	20.0
Sa 10	6a-7a		Saturday Today	\$34.00	4.7	30	1	1	0		2	\$68.00	\$7.23	9.4
Changes: Rate from 23 to 34														
Sa 11	5:30p-6p		Nightly News	\$100.00	20.9	30	1	1	0		2	\$200.00	\$4.78	41.8
Sa 12	6p-6:30p		NBC 5 News At 6P Saturday	\$113.00	20.9	30	1	1	0		2	\$226.00	\$5.41	41.8
Changes: Rate from 115 to 113														
Sa REV-13	8p-8:30p		NBC 5 News At 6P Saturday	\$113.00	20.9	30	1	0	1	0	1	\$113.00	\$5.41	20.9
Changes: Rate from 115 to 113														
Su 14	8:30p-9p		NBC 5 News At 6P Sunday	\$113.00	42.6	30	1	1	0		2	\$226.00	\$2.65	85.2
Changes: Rate from 115 to 113														
TOTALS:											74	\$7,118.00	\$9.84	723.7



125 West 55th St
New York, NY 10019

KATZ TELEVISION
GROUP

Contract # 26226569 **Changes as of:** 10/19/2018 at 8:05 AM **Version:** Highlighting Revision 1
CPE: 57/63/304 **Flight:** 10/23/18 - 11/6/18 **Station:** KOB
Agency: JAMESTOWN ASSOCIATES **Advertiser:** Jessica Gomez, OR SD-03 **Market:** Medford-Ashland
Product: TV **Office:** PHILADELPHIA
Agency Order #: 7869456 **Buyer:** Horan, Holly **Service:** Nielsen
Salesperson: SHEPARD RITZEN **Primary Demo:** Adults 35+ **Total Spots:** 74
215-567-7950 **Assistant:** SHEPARD RITZEN **Total CPP:** \$9.84
215-567-7950 **Separation:** **Total GRP:** 723.7

Special Instructions	
----------------------	--

Order Level Comments		
10/19/18 8:05 AM	SHEPARD RITZEN	revise rates & cut back to balance. \$3 shy. If buyer can add \$ back on, will add spots back. was \$7121
10/19/18 8:05 AM	SHEPARD RITZEN	revise rates & cut back to balance. \$3 shy. If buyer can add \$ back on, will add spots back. was \$7121

Competitive Information	
Market Budget:	\$39,544
KOB Share:	18%
Comment:	est share
Unknown:	82%

Daypart Summary			
Day/Time	% Distrib	Spots	GRP
Total	100%	74	723.7

Monthly Summary		
Month	Spots	Dollars
2018-Oct	36	\$3,477.00
2018-Nov	38	\$3,641.00
Total	74	\$7,118.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot-
Queued for Electronic Contracting	10/19/18 9:35 AM				
Revision	10/19/18 8:05 AM	SHEPARD RITZEN	Revised		
New	10/19/18 7:56 AM	SHEPARD RITZEN	New	86	
				\$0	\$0
				\$-3.00	\$7,118.00
				\$7,121.00	\$7,121.00
Changes: Calculated Dollars from \$7,121.00 to \$7,118.00. Total CPP from \$8.38 to \$9.84. Competitive Market Budget from \$39,561 to \$39,544. Total \$ from \$7,121.00 to \$7,118.00. Total Spots from 86 to 74. Total GRPs from 850.2 to 723.7. Origcomments to revise rates & cut back to balance. \$3 shy. If buyer can add \$ back on, will add spots back. Comments from Separation: 30 to revise rates & cut back to balance. \$3 shy. If buyer can add \$ back on, will add spots back. was \$7121. Origuser Entered Dollars to \$7,121.00. User Entered \$ from \$0.00 to \$7,118.00. 9 buylines added or modified.					

Non-Discrimination Policy	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.
---------------------------	---

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:	KOB-TV NBC 5 Mesa, AZ
Date:	

I, Holly Horan

being/on behalf of: Jessica Gomez

a legally qualified candidate of the Republican

political party for the office of: State Senate

in the General

election to be held on: November 6, 2018

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): SEE ORDER

I represent that the payment for the above described broadcast time has been furnished by:
 Friends of Jessica Gomez, 89286 Cranberry Lane Bandon, OR 97411

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:
 Carol A. Russell

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

9/17/18

Holly Horan

Date

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title