



WQRF • ROCKFORD

WQRF  
PO Box 470  
Rockford, IL 61105

Target Enterprises  
15260 Ventura Blvd  
Ste 1240  
Sherman Oaks, CA 91403-5347

**Contract # 1132799**

**Schedule Dates:** 06/16/15-06/22/15  
**Advertiser:** Turnaround Illinois (73591)  
**Agency:** Target Enterprises (11278)  
**Product:** Political - Issues / Propositions (1068)  
**Brand:** 1503 (404278)  
**Salesperson:** Millennium - Los Angeles, Los Angeles (1410)  
**Sales Office:** Millennium - Los Angeles  
**Buyer Name:** MARCUS, MEREDITH  
**Phone/Fax:** /  
**CPE:** 1503  
**Account Types:** National/Political  
**Billing Type:** Standard  
**Comments:** TURNAROUND ILLINOIS  
 \*\*30 MINUTE SEP REQUIRED\*\*

**Date Entered:** 06/15/15  
**Last Modified:** 06/15/15  
**Entered By:** Charlene Whiteside  
**CO-OP:** No  
**Headline #:** ECR10628464  
**Demo:**  
**Order Type:** Normal  
**Package Deal:**  
**Commission %:** 15.00  
**Commission:** \$153.75  
**Net Total:** \$871.25  
**Sales Tax:**

Rockford (WQRF)		
By Broadcast Month	Spots	Rate
Jun. 2015	10	\$1,025.00
<b>Grand Total:</b>	<b>10</b>	<b>\$1,025.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	06/16/15-06/19/15	5	:30	9p- 9:30P (CST)	2		X	X	X	X			2	\$100.00	\$200.00	Rockford (WQRF)	FOX 39 NEWS AT 9	6/15/15
2.0	Normal Line / SPOT	06/22/15-06/22/15	5	:30	9p- 9:30P (CST)	1								1	\$100.00	\$100.00	Rockford (WQRF)	FOX 39 NEWS AT 9	6/15/15
3.0	Normal Line / SPOT	06/16/15-06/19/15	5	:30	10P- 10:30P (CST)	2		X	X	X	X			2	\$100.00	\$200.00	Rockford (WQRF)	FOX 39 NEWS AT 9	6/15/15
4.0	Normal Line / SPOT	06/16/15-06/19/15	5	:30	9:30P- 10P (CST)	2		X	X	X	X			2	\$75.00	\$150.00	Rockford (WQRF)	FOX 39 NEWS AT 930	6/15/15
5.0	Normal Line / SPOT	06/22/15-06/22/15	5	:30	9:30P- 10P (CST)	1								1	\$75.00	\$75.00	Rockford (WQRF)	FOX 39 NEWS AT 930	6/15/15
6.0	Normal Line / Golf	06/18/15-06/18/15	5	:30	7p- 10P (CST)	2								2	\$150.00	\$300.00	Rockford (WQRF)	US OPEN GOLF MAX SEP - 30 MINUTE MINIMUM	6/15/15

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted-Station: \_\_\_\_\_

Date: \_\_\_\_\_

Comments: \_\_\_\_\_

See the back of this document for Advertising Contract Terms and Conditions

ORDER WORKSHEET

Rep Order# 10628464 Ver# 1 Status New Traffic Order# 1132-799  
 EC'd Yes Printed: 06/15/15 9:34 AM  
 Last Received: 06/12/15 8:36 PM  
 Showing Buylines: All Lines

Station WORF-TV ROCKFORD  
 Advertiser (6087) POLITICAL ISSUE GRO  
 Product TURNAROUND ILLINOIS  
 Estimate# 1503  
 Buyer MEREDITH MARCUS

Agency (TARE) TARGET ENTERPRISES  
 15260 VENTURA BLVD., SUITE 1240  
 SHERMAN OAKS, CA 91403  
 Agency C/P1/P2/E /1503  
 Flight Dates 06/16/15-06/22/15

Rep Firm MILLENNIUM SALES & MARKETING  
 Sales Office (LA) LOS ANGELES  
 Salesperson (MDI) MARK DEUTSCH - NATL  
 Sales Assistant AMANDA  
 Salesperson Phone# 323-966-5272  
 Salesperson Fax# 917-206-9758

--- CONTRACT COMMENT ---  
 \*\*30 MINUTE SEP REQUIRED\*\*  
 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\*

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 COMMUNICATIONS, INC. (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.

--- REMARKS ---  
 V.1 6/12: NEW POLITICAL ORDER - "TURNAROUND ILLINOIS" TOTAL = \$1,025/10X PLS CF - THANKS! AMANDA FOR MARK

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Tu-F	9P-930P	FOX 39 NEWS AT 9	30	3.4	6.8	\$100.00	06/16-06/19	2	2	\$200.00
2	M	9P-930P	FOX 39 NEWS AT 9	30	3.4	3.4	\$100.00	06/22-06/22	1	1	\$100.00
3	Tu-F	10P-1030P	FOX 39 NEWS AT 9	30	3.4	6.8	\$100.00	06/16-06/19	2	2	\$200.00
4	Tu-F	930P-10P	FOX 39 NEWS AT 930	30	2.8	5.6	\$75.00	06/16-06/19	2	2	\$150.00
5	M	930P-10P	FOX 39 NEWS AT 930	30	2.8	2.8	\$75.00	06/22-06/22	1	1	\$75.00
6	Th	7P-10P	US OPEN GOLF	30	2.9	5.8	\$150.00	06/18-06/18	2	2	\$300.00

Buy Comment: MAX SEP

---REPORT TOTALS---  
 Report Totals: 10 / \$1,025.00

---SALES MONTHLY TOTALS---

*Not*  
*871.25*

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Jun2015: 10 / \$1,025.00

Order Totals: 10 / \$1,025.00 Total GRPS: 31.2

--- COMPETITIVE ---

Market Totals	CABL	EQRF	EREX	WIFR	WQRF
\$25,625.00	.00%	.00%	.00%	42.00%	4.00%
	WREX 39.00%	WTVO 15.00%			

Books [null]  
 Demos RA35+

--- CREDIT RISK ---  
 STANDARD CREDIT TERMS