



WQRF
PO Box 470
Rockford, IL 61105

WQRF • ROCKFORD

Target Enterprises
15260 Venetia 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
Jun. 2015 10 \$1,025.00
Grand Total: 10 \$1,025.00

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	X							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	X							1	\$75.00	\$75.00	Rockford (WQRF)	FOX 39 NEWS AT 930	6/15/15
6.0	Normal Line / Golf	06/16/15-06/16/15	5	:30	7p- 10P (CST)	2				X				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 Printed: 06/15/15 9:34 AM 1 of 2
 EC'd Yes Last Received: 06/12/15 8:36 PM
 Showing Buylines: All Lines
 Station WQRF-TV ROCKFORD
 Advertiser (6087) POLITICAL ISSUE GROU
 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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EC'd Yes

Traffic Order#

Printed: 06/15/15 9:34 AM
Last Received: 06/12/15 8:36 PM
Showing Buylines: All Lines

2 of 2

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Estimate# 1503
Buyer MEREDITH MARCUS

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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

Jun2015: 10 / \$1,025.00

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

--- COMPETITIVE ---

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

Books [null]
Demos RA35+

--- CREDIT RISK ---
STANDARD CREDIT TERMS