

CONTRACT

Ver 2



KOBI
125 South Fir Street
Medford, OR 97501
(541) 779-5555

kobi5.com

And:

Prism Communication
1322 G St. NE
Washington, DC 20003

Contract / Revision 15209 /		Alt Order # 25323703
Product Brown-D-Gov		
Contract Dates 10/04/16 - 10/10/16		Estimate # 4000
Advertiser Kate Brown Committee D-Gov		Original Date / Revision 10/03/16 / 10/03/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOBI	Account Executive Philadelphia Katz Ea	Sales Office Katz-Philadelphi
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 701	Product Code 731
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	All	10/06/16	10/06/16	NBC5 News @ Sunrise L1	5:30 AM-6:00 AM		:30			NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	---T---				1	\$15.00			
N 2	All	10/05/16	10/05/16	NBC5 News @ Sunrise L1	6:00 AM-7:00 AM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	--W----				1	\$20.00			
N 3	All	10/07/16	10/07/16	NBC5 News @ Sunrise L1	6:00 AM-7:00 AM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	----F--				1	\$20.00			
N 4	All	10/04/16	10/04/16	Today Show I L2	7:00 AM-9:00 AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	-T-----				1	\$30.00			
N 5	All	10/05/16	10/05/16	Today Show I L2	7:00 AM-9:00 AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	--W----				1	\$30.00			
N 6	All	10/06/16	10/06/16	Today Show I L3	7:00 AM-9:00 AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	---T---				1	\$30.00			
N 7	All	10/07/16	10/07/16	Today Show I L3	7:00 AM-9:00 AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	----F--				1	\$30.00			
N 8	All	10/10/16	10/10/16	Today Show I L3	7:00 AM-9:00 AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/10/16	10/16/16	M-----				1	\$30.00			
N 9	All	10/05/16	10/05/16	Days of our Lives L4	1:00 PM-2:00 PM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	--W----				1	\$20.00			
N 10	All	10/10/16	10/10/16	Days of our Lives L4	1:00 PM-2:00 PM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/10/16	10/16/16	M-----				1	\$20.00			
N 11	All	10/04/16	10/04/16	Dr. Oz L4	4:00 PM-5:00 PM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision		Alt Order #
15209 /		25323703
Contract Dates		Product
10/04/16 - 10/10/16		Brown-D-Gov
		Estimate #
		4000
Advertiser		Original Date / Revision
Kate Brown Committee D		10/03/16 / 10/03/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	-T-----				1	\$20.00			
N 12	All	10/06/16	10/06/16	NBC5 News @ 5p L6	5:00 PM-5:30 PM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	---T---				1	\$55.00			
N 13	All	10/05/16	10/05/16	M-F NBC5 News @ 6p L7	6:00 PM-6:30 PM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	--W----				1	\$50.00			
N 14	All	10/10/16	10/10/16	M-F NBC5 News @ 6p L7	6:00 PM-6:30 PM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/10/16	10/16/16	M-----				1	\$50.00			
N 15	All	10/07/16	10/07/16	M-F NBC5 News @ 6p L8	6:30 PM-7:00 PM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	----F--				1	\$50.00			
N 16	All	10/04/16	10/04/16	NBC5 News @ 7p L9	7:00 PM-7:30 PM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	-T-----				1	\$30.00			
N 17	All	10/06/16	10/06/16	NBC5 News @ 7p L9	7:00 PM-7:30 PM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	---T---				1	\$30.00			
N 18	All	10/07/16	10/07/16	Entertainment Tonight L10	7:30 PM-8:00 PM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	----F--				1	\$20.00			
N 19	All	10/06/16	10/06/16	Late News Rot M-Su L11	11:00 PM-11:35 PM		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	---T---				1	\$35.00			
N 20	All	10/09/16	10/09/16	Late News Rot M-Su L11	11:00 PM-11:35 PM		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	-----S				1	\$35.00			
N 21	All	10/04/16	10/04/16	Tonight Show: Fallon L12	11:35 PM-12:35 AM		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	-T-----				1	\$40.00			
N 22	All	10/08/16	10/08/16	Today Show Sa L13	6:00 AM-8:00 AM		:30			NM	1	\$8.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	-----S-				1	\$8.00			
N 23	All	10/08/16	10/08/16	NBC5 News Sat 8p L14	8-830p		:30			NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	-----S-				1	\$35.00			
N 24	All	10/09/16	10/09/16	NBC5 News Sun 830pm L15 830-9p			:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/03/16	10/09/16	-----S				1	\$25.00			
Totals											24	\$728.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/10/16	24	\$728.00	(\$109.20)	\$618.80
Totals	24	\$728.00	(\$109.20)	\$618.80

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<u>Contract / Revision</u> 15209 /		<u>Alt Order #</u> 25323703
<u>Contract Dates</u> 10/04/16 - 10/10/16	<u>Product</u> Brown-D-Gov	<u>Estimate #</u> 4000
<u>Advertiser</u> Kate Brown Committee D		<u>Original Date / Revision</u> 10/03/16 / 10/03/16

Signature: _____ **Date:** _____

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125 West 55th St
New York, NY 10019

Contract # 25323703		Changes as of: 10/3/2016 at 3:23 PM		Version: Highlighting Revision 2	
CPE: 701/731/4000		Flight: 10/4/16 - 10/10/16		Station: KOB	
Agency: PRISM COMMUNICATIONS		Advertiser: Brown, Kate		Market: Medford-Ashland	
1322 G ST NE		Product: Brown-D-Gov		Office: PHILADELPHIA	
WASHINGTON, DC		Agency Order #: 5446892		Primary Demo: Adults 35+	
20003		Buyer: Lauren Richards		Con Type: POLITICAL/VOTE	
		Salesperson: SHEPARD RITZEN		Assistant: SHEPARD RITZEN	
				215-567-7950	
				Traffic #: 15209	
				Separation:	
				Total \$: \$728.00	
				Total Spots: 24	
				Total CPP: \$0.00	
				Total GRP:	

Comments: L14 News Sat 10/8 =8pm
L15 News Sun 10/9 = 830pm

#	Day/Time	DP	Program	A35P Rating	Rate	10/4 - 10/10							Total Spots	Total \$	CPP	GRP
						10/4	10/5	10/6	10/7	10/8	10/9	10/10				
14	Sa 8p-8:30p		NBC 5 At 6P Saturday	0	\$35.00	0	0	0	0	1	0	0	1	\$35.00	\$0.00	0.0
was 6-630p Changes: Day/Time from Sa 6p-6:30p to Sa 6p-8:30p																
15	Su 8:30p-9p		NBC 5 News At 6P Sunday	0	\$25.00	0	0	0	0	0	1	0	1	\$25.00	\$0.00	0.0
was 6-630p Changes: Day/Time from Su 6p-6:30p to Su 8:30p-9p																
TOTALS: 4 4 4 4 5 4 2 2 2 3													24	\$728.00	\$0.00	0.0



125 West 55th St
New York, NY 10019

Contract # 25323703 **Changes as of:** 10/3/2016 at 3:23 PM **Version:** Highlighting Revision 2
CPE: 701/731/4000 **Flight:** 10/4/16 - 10/10/16 **Station:** KOB
Agency: PRISM COMMUNICATIONS **Advertiser:** Brown, Kate **Market:** Medford-Ashland
1322 G ST NE **Product:** Brown-D-Gov **Office:** PHILADELPHIA
WASHINGTON, DC **Agency Order #:** 5446892 **Primary Demo:** Adults 35+
Buyer: Lauren Richards **Con Type:** POLITICAL/VOTE
Salesperson: SHEPARD RITZEN **Assistant:** SHEPARD RITZEN
215-567-7950 **Traffic #:** 15209
Separation:

Total \$: \$728.00
Total Spots: 24
Total CPP: \$0.00
Total GRP:

Special Instructions

Order Level Comments		
Date/Time	Added by	Comment
10/03/16 3:23 PM	SHEPARD RITZEN	L14 News Sat 10/8 =8pm L15 News Sun 10/9 = 830pm
10/03/16 1:51 PM	Donna Rodriguez	L14 News Sat 10/8 =8pm L15 News Sun 10/9 = 830pm
10/03/16 11:35 AM	SHEPARD RITZEN	Separation: 30
10/03/16 11:35 AM	SHEPARD RITZEN	Separation: 30

Competitive Information	
Market Budget:	\$4,282
KOB Share:	17%
Comment:	updated sharew
KDRV:	46%
KMVU:	9%
KTVL:	28%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	24	\$728.00	N/A
Total	100%	24	\$728.00	N/A

Monthly Summary		
Month	Spots	Dollars
2016-Oct	24	\$728.00
Total	24	\$728.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot-
Revision	10/3/16 3:23 PM	SHEPARD RITZEN	Revised		
Makegood 1	10/3/16 1:51 PM	Donna Rodriguez	Confirmed		
Queued for Electronic Contracting	10/3/16 1:38 PM				
Revision	10/3/16 11:35 AM	SHEPARD RITZEN	Confirmed		
New	10/3/16 11:35 AM	SHEPARD RITZEN	New	24	

Contract \$ \$728.00

\$ Chg \$0

Comment

Changes: Comments from Separation: 30 to L14 News Sat 10/8 =8pm

L15 News Sun 10/9 = 830pm. 2 buylines added or modified.

\$0

\$0

\$0

\$0

\$728.00

\$728.00

Changes: Buyer from Placement, Media to Lauren Richards, Product from Candidate to Brown-D-Gov, Demo Meta to [R16], User Entered \$ from \$0.00 to \$728.00.

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.