

CONTRACT



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

kobi5.com

And:

Media Analysis, Inc.
Attention: Marla Jackson
P.O. Box 66490
Portland, OR 97290

<u>Contract / Revision</u> 15182 /		<u>Alt Order #</u>
<u>Product</u> SD3 MORO GE2016 MEDF		
<u>Contract Dates</u> 10/03/16 - 11/07/16		<u>Estimate #</u> SD3 MORO GE2016 ME
<u>Advertiser</u> Committee to Elect Tonia Moro		<u>Original Date / Revision</u> 09/30/16 / 09/30/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Station</u> KOBI	<u>Account Executive</u> Bob Wise	<u>Sales Office</u> Local-Medford
<u>Special Handling</u>		
<u>Demographic</u> Households		
		<u>Total Ratings</u> 616.80
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KOBI	10/03/16	11/06/16	NBC5 News @ Sunrise	530a-7a		:30				NM	21	\$378.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWTF--				3	\$18.00	1.00			
Week:		10/10/16	10/16/16	MTWTF--				3	\$18.00	1.00			
Week:		10/17/16	10/23/16	MTWTF--				5	\$18.00	1.00			
Week:		10/24/16	10/30/16	MTWTF--				5	\$18.00	1.00			
Week:		10/31/16	11/06/16	MTWTF--				5	\$18.00	1.00			
N 2	KOBI	10/03/16	11/07/16	NBC5 News @ Sunrise	6a-7a		:30				NM	22	\$616.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWTF--				3	\$28.00	3.10			
Week:		10/10/16	10/16/16	MTWTF--				3	\$28.00	3.10			
Week:		10/17/16	10/23/16	MTWTF--				5	\$28.00	3.10			
Week:		10/24/16	10/30/16	MTWTF--				5	\$28.00	3.10			
Week:		10/31/16	11/06/16	MTWTF--				5	\$28.00	3.10			
Week:		11/07/16	11/13/16	M-----				1	\$28.00	3.10			
N 3	KOBI	10/03/16	11/06/16	Today Show I	7a-9a		:30				NM	25	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWTF--				5	\$48.00	3.40			
Week:		10/10/16	10/16/16	MTWTF--				5	\$48.00	3.40			
Week:		10/17/16	10/23/16	MTWTF--				5	\$48.00	3.40			
Week:		10/24/16	10/30/16	MTWTF--				5	\$48.00	3.40			
Week:		10/31/16	11/06/16	MTWTF--				5	\$48.00	3.40			
N 4	KOBI	10/03/16	11/07/16	Meet the Press	8a-9a		:30				NM	5	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S				1	\$52.00	3.00			
Week:		10/10/16	10/16/16	-----S				1	\$52.00	3.00			
Week:		10/17/16	10/23/16	-----S				1	\$52.00	3.00			
Week:		10/24/16	10/30/16	-----S				1	\$52.00	3.00			
Week:		10/31/16	11/06/16	-----S				1	\$52.00	3.00			
Week:		11/07/16	11/13/16	-----				0	\$0.00	0.00			
N 5	KOBI	10/03/16	11/06/16	Today Show II	9a-10a		:30				NM	21	\$504.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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

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Contract / Revision 15182 /		Alt Order #
Contract Dates 10/03/16 - 11/07/16		Product SD3 MORO GE2016 ME
Advertiser Committee to Elect Tonia		Estimate # SD3 MORO GE2016 MEDI
		Original Date / Revision 09/30/16 / 09/30/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 6	KOBI	10/10/16	11/06/16	NBC5 News @ 5p	5p-530p		:30				NM	18	\$1,692.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	MTWTF--				3	\$24.00	2.20			
Week:		10/10/16	10/16/16	MTWTF--				3	\$24.00	2.20			
Week:		10/17/16	10/23/16	MTWTF--				5	\$24.00	2.20			
Week:		10/24/16	10/30/16	MTWTF--				5	\$24.00	2.20			
Week:		10/31/16	11/06/16	MTWTF--				5	\$24.00	2.20			
N 7	KOBI	10/10/16	11/06/16	M-F NBC5 News @ 6p	6p-7p		:30				NM	18	\$1,692.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	MTWTF--				3	\$94.00	5.20			
Week:		10/17/16	10/23/16	MTWTF--				5	\$94.00	5.20			
Week:		10/24/16	10/30/16	MTWTF--				5	\$94.00	5.20			
Week:		10/31/16	11/06/16	MTWTF--				5	\$94.00	5.20			
N 8	KOBI	10/03/16	11/07/16	NBC5 News @ 6p Sa	6-630p		:30				NM	5	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S-				1	\$39.00	5.40			
Week:		10/10/16	10/16/16	-----S-				1	\$39.00	5.40			
Week:		10/17/16	10/23/16	-----S-				1	\$39.00	5.40			
Week:		10/24/16	10/30/16	-----S-				1	\$39.00	5.40			
Week:		10/31/16	11/06/16	-----S-				1	\$39.00	5.40			
Week:		11/07/16	11/13/16	-----				0	\$0.00	0.00			
N 9	KOBI	10/17/16	11/06/16	NBC5 News @ 7p	7-730p		:30				NM	9	\$279.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--				3	\$31.00	2.20			
Week:		10/24/16	10/30/16	MTWTF--				3	\$31.00	2.20			
Week:		10/31/16	11/06/16	MTWTF--				3	\$31.00	2.20			
N 10	KOBI	10/17/16	11/06/16	Entertainment Tonight	730-8		:30				NM	9	\$234.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--				3	\$26.00	1.70			
Week:		10/24/16	10/30/16	MTWTF--				3	\$26.00	1.70			
Week:		10/31/16	11/06/16	MTWTF--				3	\$26.00	1.70			
N 11	KOBI	10/10/16	10/30/16	Regular Season	520-830p		:30				NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	-----S				1	\$1,100.00	12.50			
Week:		10/17/16	10/23/16	-----				0	\$0.00	0.00			
Week:		10/24/16	10/30/16	-----S				1	\$1,100.00	12.50			
N 12	KOBI	10/10/16	10/30/16	Mon Prime Other	7:58 PM-9:00 PM		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	M-----				1	\$600.00	6.50			
Week:		10/17/16	10/23/16	-----				0	\$0.00	0.00			
Week:		10/24/16	10/30/16	M-----				1	\$600.00	6.50			
N 13	KOBI	11/01/16	11/01/16	The Voice	7:58 PM-9:00 PM		:30				NM	1	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-T-----				1	\$480.00	6.20			
N 14	KOBI	10/05/16	10/05/16	Law & Order:SVU	9p-10p		:30				NM	1	\$180.00

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<u>Contract Dates</u> 10/03/16 - 11/07/16		<u>Product</u> SD3 MORO GE2016 ME
<u>Advertiser</u> Committee to Elect Tonia		<u>Estimate #</u> SD3 MORO GE2016 MEDI
		<u>Original Date / Revision</u> 09/30/16 / 09/30/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/03/16	10/09/16	--W----				1	\$180.00	2.70				
N 15	KOBI	10/03/16	10/30/16	Tue Prime Hr 3	10p-11p		:30				NM	3	\$1,080.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/03/16	10/09/16	-T-----				1	\$360.00	3.70				
Week:		10/10/16	10/16/16	-----				0	\$0.00	0.00				
Week:		10/17/16	10/23/16	-T-----				1	\$360.00	3.70				
Week:		10/24/16	10/30/16	-T-----				1	\$360.00	3.70				
N 16	KOBI	10/17/16	11/06/16	Late 11p News Sa	11p-1130p		:30				NM	3	\$63.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/17/16	10/23/16	-----S-				1	\$21.00	0.90				
Week:		10/24/16	10/30/16	-----S-				1	\$21.00	0.90				
Week:		10/31/16	11/06/16	-----S-				1	\$21.00	0.90				
N 17	KOBI	10/17/16	11/06/16	Tonight Show: Fallon	1135p-1236a		:30				NM	9	\$432.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/17/16	10/23/16	MTWTF--				3	\$48.00	1.00				
Week:		10/24/16	10/30/16	MTWTF--				3	\$48.00	1.00				
Week:		10/31/16	11/06/16	MTWTF--				3	\$48.00	1.00				
N 18	KOBI	10/03/16	11/07/16	Saturday Night Live	1130p-1:03a		:30				NM	5	\$390.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/03/16	10/09/16	-----S-				1	\$78.00	2.80				
Week:		10/10/16	10/16/16	-----S-				1	\$78.00	2.80				
Week:		10/17/16	10/23/16	-----S-				1	\$78.00	2.80				
Week:		10/24/16	10/30/16	-----S-				1	\$78.00	2.80				
Week:		10/31/16	11/06/16	-----S-				1	\$78.00	2.80				
Week:		11/07/16	11/13/16	-----				0	\$0.00	0.00				
N 19	KOBI	10/03/16	10/07/16	NBC5 News @ 5p	5p-530p		:30				NM	5	\$310.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/03/16	10/09/16	MTWTF--				5	\$62.00	5.20				
N 20	KOBI	10/03/16	10/07/16	M-F NBC5 News @ 6p	6p-7p		:30				NM	5	\$310.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/03/16	10/09/16	MTWTF--				5	\$62.00	4.50				
N 21	KOBI	10/16/16	10/16/16	Regular Season	520-830p		:30				NM	1	\$960.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		10/10/16	10/16/16	-----S				1	\$960.00	12.50				
Totals												616.80	190	\$14,655.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/16 - 10/31/16	151	\$12,418.00	(\$1,862.70)	\$10,555.30
11/01/16 - 11/07/16	39	\$2,237.00	(\$335.55)	\$1,901.45
Totals	190	\$14,655.00	(\$2,198.25)	\$12,456.75

Signature: _____ Date: _____

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Client: SD3 MORO
 Product:
 Campaign: SD3 MORO GE2016 MEDF

Station Order

Media Analysis, Inc.
 PO Box 66490
 Portland, OR 97290
 503-236-8556

Rev #: 3
 Flight From: 09/19/2016 to 11/07/2016

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Marla Jackson
 Sweeps: Share Nov 2015 -> HUT/PUT Nov 15

Market: MEDFORD-ASHLAND
 Station: KOBI+
 Station Contact: Connie Eaton

15182

Actg. Order No.: 160
 WS Order No.: 1161
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Secondary Rate/ Total	Oct 03	Oct 10	Oct 17	Oct 24	Oct 31	Nov 07	Total Spots	DMA HH (R)
1	MTWRF-- 05:30A-06:00A	EM 30	NBC5 NW@5:30AM	\$18.00 \$378.00	\$15.30 \$321.30	3	3	5	5	5	.	21	1.0 \$18.00
2	MTWRF-- 06:00A-07:00A	EM 30	NBC5 NWS@SUNRS	\$28.00 \$616.00	\$23.80 \$523.60	3	3	5	5	5	1	22	3.1 \$9.03
3	MTWRF-- 07:00A-09:00A	EM 30	TODAY SHW	\$48.00 \$1,200.00	\$40.80 \$1,020.00	5	5	5	5	5	.	25	3.4 \$14.12
4	-----Su 08:00A-09:00A	EM 30	MEET PRESS-SUN	\$52.00 \$260.00	\$44.20 \$221.00	1	1	1	1	1	.	5	3.0 \$17.33
5	MTWRF-- 09:00A-10:00A	DT 30	TODAY SHW2-NBC	\$24.00 \$504.00	\$20.40 \$428.40	3	3	5	5	5	.	21	2.2 \$10.91
6	MTWRF-- 05:00P-05:30P	EN 30	NBC5 NEWS @ 5	\$94.00 \$1,692.00	\$79.90 \$1,438.20	.	3	5	5	5	.	18	5.2 \$18.08
7	MTWRF-- 06:00P-07:00P	EN 30	NBC5 NWS @6PM	\$94.00 \$1,692.00	\$79.90 \$1,438.20	.	3	5	5	5	.	18	4.5 \$20.89
8	----S- 06:00P-06:30P	EN 30	NBC5 SAT 6PM	\$39.00 \$195.00	\$33.15 \$165.75	1	1	1	1	1	.	5	5.4 \$7.22
9	MTWRF-- 07:00P-07:30P	EN 30	NBC5 NEWS @7	\$31.00 \$279.00	\$26.35 \$237.15	.	.	3	3	3	.	9	2.2 \$14.09
10	MTWRF-- 07:30P-08:00P	PA 30	ET	\$26.00 \$234.00	\$22.10 \$198.90	.	.	3	3	3	.	9	1.7 \$15.29
11	-----Su 05:20P-08:30P	PR 30	NFL ON NBC	\$1,100.00 \$2,200.00	\$935.00 \$1,870.00	.	1	.	1	.	.	2	12.5 \$88.00
12	M----- 08:00P-09:00P	PR 30	THE VOICE	\$600.00 \$1,200.00	\$510.00 \$1,020.00	.	1	.	1	.	.	2	6.5 \$92.31
13	-T----- 08:00P-09:00P	PR 30	THE VOICE	\$480.00 \$480.00	\$408.00 \$408.00	1	.	1	6.2 \$77.42
14	--W---- 09:00P-10:00P	PR 30	LAW&O://SNL TH	\$180.00 \$180.00	\$153.00 \$153.00	1	1	2.7 \$66.67
15	-T----- 10:00P-11:00P	PR 30	CHCGO FIRE-NBC	\$360.00 \$1,080.00	\$306.00 \$918.00	1	.	1	1	.	.	3	3.7 \$97.30
16	----S- 11:00P-11:30P	LN 30	NBC5 SAT 11PM	\$21.00 \$63.00	\$17.85 \$53.55	.	.	1	1	1	.	3	0.9 \$23.33

Advertiser: SD3 MORO
 Campaign: SD3 MORO GE2016 MEDF

Station Order
 MEDFORD-ASHLAND - TV

Station: KOBI+

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Primary Rate/ Total	Secondary Rate/ Total	Oct 03	Oct 10	Oct 17	Oct 24	Oct 31	Nov 07	Total Spots	DMA HH (R)
17	MTWRF-- 11:30P-12:30A	LF 30	TONITE SHW-NBC	\$48.00 \$432.00	\$40.80 \$367.20	.	.	3	3	3	.	9	1.0 \$48.00
18	-----S- 11:30P-01:00A	LF 30	SAT NITE LIVE	\$78.00 \$390.00	\$66.30 \$331.50	1	1	1	1	1	.	5	2.8 \$27.86
19	MTWRF-- 05:00P-05:30P	EN 30	NBC5 NEWS @ 5	\$62.00 \$310.00	\$52.70 \$263.50	5	5	5.2 \$11.92
20	MTWRF-- 06:00P-07:00P	EN 30	NBC5 NWS @6PM	\$62.00 \$310.00	\$52.70 \$263.50	5	5	4.5 \$13.78
21	-----Su 05:20P-08:30P	PR 30	NFL ON NBC	\$960.00 \$960.00	\$816.00 \$816.00	1	1	12.5 \$76.80
\$14,655.00						30	25	44	46	44	1	190	

114.5 127.5 130.0
 95.2 146.5 3.1

Monthly Totals

Month	Spots	GRP/GRIs	Dollars	CPP/CPM	Dollars	CPP/CPM
Oct	145	483.7	\$12,112.00	\$25.04	\$10,295.20	\$21.28
Nov	45	133.1	\$2,543.00	\$19.11	\$2,161.55	\$16.24
	190	616.8	\$14,655.00	\$23.76	\$12,456.75	\$20.20

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 Campaign: SD3 MORO GE2016 MEDF

Station Order

Media Analysis, Inc.
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Rev #: 1
 Flight From: 09/19/2016 to 11/07/2016

Estimate No.:
 Contract No.:
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Buyer Name: Marla Jackson
 Sweeps: Share Nov 2015 -> HUT/PUT Nov 15

Market: MEDFORD-ASHLAND
 Station: KOBI+
 Station Contact: Connie Eaton

Actg. Order No.: 160
 WS Order No.: 1161
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Secondary Rate/ Total	Oct 03	Oct 10	Oct 17	Oct 24	Oct 31	Nov 07	Total Spots	DMA HH (R)
1	MTWRF-- 05:30A-06:00A	EM 30	NBC5 NW@5:30AM	\$18.00 \$378.00	\$15.30 \$321.30	3	3	5	5	5	.	21	1.0 \$18.00
2	MTWRF-- 06:00A-07:00A	EM 30	NBC5 NWS@SUNRS	\$28.00 \$616.00	\$23.80 \$523.60	3	3	5	5	5	1	22	3.1 \$9.03
3	MTWRF-- 07:00A-09:00A	EM 30	TODAY SHW	\$48.00 \$1,200.00	\$40.80 \$1,020.00	5	5	5	5	5	.	25	3.4 \$14.12
4	-----Su 08:00A-09:00A	EM 30	MEET PRESS-SUN	\$52.00 \$260.00	\$44.20 \$221.00	1	1	1	1	1	.	5	3.0 \$17.33
5	MTWRF-- 09:00A-10:00A	DT 30	TODAY SHW2-NBC	\$24.00 \$504.00	\$20.40 \$428.40	3	3	5	5	5	.	21	2.2 \$10.91
6	MTWRF-- 05:00P-05:30P	EN 30	NBC5 NEWS @ 5	\$94.00 \$1,974.00	\$79.90 \$1,677.90	3	3	5	5	5	.	21	5.2 \$18.08
7	MTWRF-- 06:00P-07:00P	EN 30	NBC5 NWS @6PM	\$94.00 \$1,974.00	\$79.90 \$1,677.90	3	3	5	5	5	.	21	4.5 \$20.89
8	-----S- 06:00P-06:30P	EN 30	NBC5 SAT 6PM	\$39.00 \$195.00	\$33.15 \$165.75	1	1	1	1	1	.	5	5.4 \$7.22
9	MTWRF-- 07:00P-07:30P	EN 30	NBC5 NEWS @7	\$31.00 \$279.00	\$26.35 \$237.15	.	.	3	3	3	.	9	2.2 \$14.09
10	MTWRF-- 07:30P-08:00P	PA 30	ET	\$26.00 \$234.00	\$22.10 \$198.90	.	.	3	3	3	.	9	1.7 \$15.29
11	-----Su 05:20P-08:30P	PR 30	NFL ON NBC	\$1,100.00 \$3,300.00	\$935.00 \$2,805.00	1	1	.	1	.	.	3	12.5 \$88.00
12	M----- 08:00P-09:00P	PR 30	THE VOICE	\$600.00 \$1,200.00	\$510.00 \$1,020.00	.	1	.	1	.	.	2	6.5 \$92.31
13	-T----- 08:00P-09:00P	PR 30	THE VOICE	\$480.00 \$480.00	\$408.00 \$408.00	1	.	1	6.2 \$77.42
14	--W---- 09:00P-10:00P	PR 30	LAW&O://SNL TH	\$180.00 \$180.00	\$153.00 \$153.00	1	1	2.7 \$66.67
15	-T----- 10:00P-11:00P	PR 30	CHCGO FIRE-NBC	\$360.00 \$1,080.00	\$306.00 \$918.00	1	.	1	1	.	.	3	3.7 \$97.30
16	-----S- 11:00P-11:30P	LN 30	NBC5 SAT 11PM	\$21.00 \$63.00	\$17.85 \$53.55	.	.	1	1	1	.	3	0.9 \$23.33

Advertiser: SD3 MORO
 Campaign: SD3 MORO GE2016 MEDF

Station Order
 MEDFORD-ASHLAND - TV

Station: KOBH+

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Secondary Rate/ Total	Oct 03	Oct 10	Oct 17	Oct 24	Oct 31	Nov 07	Total Spots	DMA HH (R)	
17	MTWRF-- 11:30P-12:30A	LF 30	TONITE SHW-NBC	\$48.00 \$432.00	\$40.80 \$367.20			3	3	3		9	1.0 \$48.00	
18	----S- 11:30P-01:00A	LF 30	SAT NITE LIVE	\$78.00 \$390.00	\$66.30 \$331.50	1	1	1	1	1		5	2.8 \$27.86	
						\$14,739.00	\$12,528.15	26	25	44	46	44	1	186
						95.1	127.5		130.0					
							95.2		146.5		3.1			

Monthly Totals

Month	Spots	GRP/GRIs	Dollars	CPP/CPM	Dollars	CPP/CPM
Oct	141	464.3	\$12,196.00	\$26.27	\$10,366.60	\$22.33
Nov	45	133.1	\$2,543.00	\$19.11	\$2,161.55	\$16.24
	186	597.4	\$14,739.00	\$24.67	\$12,528.15	\$20.97

Client: SD3 MORO
 Product:
 Campaign: SD3 MORO GE2016 MEDF

Station Order

Media Analysis, Inc.
 PO Box 66490
 Portland, OR 97290
 503-236-8556

Rev #: 0
 Flight From: 09/19/2016 to 11/07/2016

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Marla Jackson
 Sweeps: Share Nov 2015 -> HUT/PUT Nov 15

Market: MEDFORD-ASHLAND
 Station: KOB1+
 Station Contact: Connie Eaton

Actg. Order No.: 160
 WS Order No.: 1161
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Secondary Rate/ Total	Oct 03	Oct 10	Oct 17	Oct 24	Oct 31	Nov 07	Total Spots	DMA HH (R)
1	MTWRF-- 05:30A-06:00A	EM 30	NBC5 NW@5:30AM	\$18.00 \$378.00	\$15.30 \$321.30	3	3	5	5	5	.	21	1.0 \$18.00
2	MTWRF-- 06:00A-07:00A	EM 30	NBC5 NWS@SUNRS	\$28.00 \$616.00	\$23.80 \$523.60	3	3	5	5	5	1	22	3.1 \$9.03
3	MTWRF-- 07:00A-09:00A	EM 30	TODAY SHW	\$48.00 \$1,200.00	\$40.80 \$1,020.00	5	5	5	5	5	.	25	3.4 \$14.12
4	-----Su 08:00A-09:00A	EM 30	MEET PRESS-SUN	\$52.00 \$260.00	\$44.20 \$221.00	1	1	1	1	1	.	5	3.0 \$17.33
5	MTWRF-- 09:00A-10:00A	DT 30	TODAY SHW2-NBC	\$24.00 \$504.00	\$20.40 \$428.40	3	3	5	5	5	.	21	2.2 \$10.91
6	MTWRF-- 05:00P-05:30P	EN 30	NBC5 NEWS @ 5	\$62.00 \$1,426.00	\$52.70 \$1,212.10	4	4	5	5	5	94	23	5.2 \$11.92
7	MTWRF-- 06:00P-07:00P	EN 30	NBC5 NWS @6PM	\$62.00 \$1,302.00	\$52.70 \$1,106.70	3	3	5	5	5	94	21	4.5 \$13.78
8	-----S- 06:00P-06:30P	EN 30	NBC5 SAT 6PM	\$26.00 \$130.00	\$22.10 \$110.50	1	1	1	1	1	39	5	5.4 \$4.81
9	MTWRF-- 07:00P-07:30P	EN 30	NBC5 NEWS @7	\$31.00 \$279.00	\$26.35 \$237.15	.	.	3	3	3	.	9	2.2 \$14.09
10	MTWRF-- 07:30P-08:00P	PA 30	ET	\$26.00 \$234.00	\$22.10 \$198.90	.	.	3	3	3	.	9	1.7 \$15.29
11	-----Su 05:20P-08:30P	PR 30	NFL ON NBC	\$960.00 \$4,800.00	\$816.00 \$4,080.00	1	1	1	1	1	1100	5	12.5 \$76.80
12	M----- 08:00P-09:00P	PR 30	THE VOICE	\$480.00 \$960.00	\$408.00 \$816.00	.	1	.	1	600	.	2	6.5 \$73.85
13	-T----- 08:00P-09:00P	PR 30	THE VOICE	\$480.00 \$480.00	\$408.00 \$408.00	1	.	1	6.2 \$77.42
14	--W---- 09:00P-10:00P	PR 30	LAW&O://SNL TH	\$180.00 \$180.00	\$153.00 \$153.00	1	1	2.7 \$66.67
15	-T----- 10:00P-11:00P	PR 30	CHCGO FIRE-NBC	\$360.00 \$1,080.00	\$306.00 \$918.00	1	.	1	1	.	.	3	3.7 \$97.30
16	-----S- 11:00P-11:30P	LN 30	NBC5 SAT 11PM	\$21.00 \$63.00	\$17.85 \$53.55	.	.	1	1	1	.	3	0.9 \$23.33

Advertiser: SD3 MORO
 Campaign: SD3 MORO GE2016 MEDF

Station Order
 MEDFORD-ASHLAND - TV

Station: KOB1+

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Primary Rate/ Total	Secondary Rate/ Total	Oct 03	Oct 10	Oct 17	Oct 24	Oct 31	Nov 07	Total Spots	DMA HH (R)	
17	MTWRF-- 11:30P-12:30A	LF 30	TONITE SHW-NBC	\$48.00 \$432.00	\$40.80 \$367.20	.	.	3	3	3	.	9	1.0 \$48.00	
18	-----S- 11:30P-01:00A	LF 30	SAT NITE LIVE	\$78.00 \$390.00	\$66.30 \$331.50	1	1	1	1	1	.	5	2.8 \$27.86	
						\$14,714.00	\$12,506.90	27	26	45	46	45	1	190

100.3 140.0 142.5
 100.4 146.5 3.1

Monthly Totals

Month	Spots	GRP/GRIs	Dollars	CPP/CPM	Dollars	CPP/CPM
Oct	144	487.2	\$11,544.00	\$23.69	\$9,812.40	\$20.14
Nov	46	145.6	\$3,170.00	\$21.77	\$2,694.50	\$18.51
	190	632.8	\$14,714.00	\$23.25	\$12,506.90	\$19.76

Media Analysis, Inc.

TRAFFIC INSTRUCTIONS

DATE:	29-Sep-16		
STATIONS:	KDRV, KOBI, KMVU, KTVL, Spectrum 0524, AdGorilla 9958		
CLIENT:	Committee to Elect Tonio Moro	CAMPAIGN:	Committee to Elect Tonio Moro
FLIGHT DATES:	Mon 10/3 - Sun 10/9		
SPOT#/TITLE:	TM01SD16H "Spotlight"		
INSTRUCTIONS:	Spot on file		

FLIGHT	LENGTH	SPOT #	ROTATION
Mon 10/3 - Sun 10/9	:30	TM01SD16H "Spotlight"	100%

****Flight dates may vary, please see your order/confirmation for specifics.****

Billing: Please bill invoices/affidavits of performance including exact times and spot identification to Media Analysis, Inc. **All invoices are end of schedule billing unless otherwise noted.**

Makegoods: Makegoods should be made up in flight, preferably in same week/daypart. Makegoods require permission of the buyer.

Thank you, *Marla Jackson*

Required

Please sign to acknowledge receipt of these instructions, scan and email back to medianaalysis@comcast.net

Station/Market:	_____	Date:	_____
Signature:	_____		

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: KOB1 Medford Oregon	Date: 9/16/2016
---	------------------------

I, Media Analysis, Inc.,
 being/on behalf of: Tonia Moro,
 a legally qualified candidate of the Democratic
 political party for the office of: Oregon Senate District 3
 in the General
 election to be held on: Nov. 8, 2016

do hereby request station time as follows:

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

Attach proposed schedule with charges (if available): attached

I represent that the payment for the above described broadcast time has been furnished by:

Committee to Elect Tonia Moro

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:

Jef Green

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

9/16/2016

Date

Marla Jackson

Signature

Digitally signed by Marla Jackson
DN: cn=Marla Jackson, o=Media Analysis, Inc., ou, email=marla@marla.com
c=US
Date: 2016.09.16 13:07:47 -0700

To Be Signed By Station Representative

Accepted

Accepted in Part

Rejected



Signature

Connie Epton

Printed Name

09.16.2016

Title