



WTVO
PO Box 470
Rockford, IL 61105

Cain & Company
685 Featherstone Road
Rockford, IL 61107

Contract # 1446778

Schedule Dates 10/12/16-10/16/16
Advertiser John Cabello/State Rep/Republican/Illinois (46196)
Agency Cain & Company (14286)
Product Political - State Representative (1073)
Brand STATE REPRESENTATIVE (567404)
Salesperson Rockford, House (1128)
Sales Office Rockford
Buyer Name HEFFNER, RICK
Phone/Fax /
CPE 584
Account Types National/Political
Billing Type Standard
Comments FLIGHT W/O 10/10

Date Entered 10/11/16
Last Modified 10/11/16
Entered By Charlene Whiteside
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,215.75
Net Total \$6,889.25
Sales Tax

By Broadcast Month
Oct. 2016
Spots 40
Rate \$8,105.00
Grand Total: \$8,105.00

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	10/12/16-10/14/16	4	:30	5A-7A (CST)	5			X	X	X			5	\$90.00	\$450.00	Rockford (WTVO)	MORNING NEWS	10/11/16
2.0	Normal Line / SPOT	10/12/16-10/14/16	4	:30	6A-7A (CST)	5			X	X	X			5	\$130.00	\$650.00	Rockford (WTVO)	MORNING NEWS	10/11/16
3.0	Normal Line / SPOT	10/12/16-10/14/16	4	:30	7A-9A (CST)	5			X	X	X			5	\$200.00	\$1,000.00	Rockford (WTVO)	GOOD MORNING AMERICA	10/11/16
4.0	Normal Line / SPOT	10/12/16-10/14/16	4	:30	9A-10A (CST)	5			X	X	X			5	\$85.00	\$425.00	Rockford (WTVO)	LIVE WITH KELLY	10/11/16
5.0	Normal Line / SPOT	10/12/16-10/14/16	4	:30	10A-11A (CST)	3			X	X	X			3	\$85.00	\$255.00	Rockford (WTVO)	THE VIEW	10/11/16
6.0	Normal Line / SPOT	10/12/16-10/14/16	4	:30	5P-5:30P (CST)	3			X	X	X			3	\$375.00	\$1,125.00	Rockford (WTVO)	5P NEWS	10/11/16
7.0	Normal Line / SPOT	10/12/16-10/14/16	4	:30	6P-6:30P (CST)	4			X	X	X			4	\$300.00	\$1,200.00	Rockford (WTVO)	6P NEWS	10/11/16
8.0	Normal Line / SPOT	10/12/16-10/14/16	4	:30	10P-10:35P (CST)	5			X	X	X			5	\$350.00	\$1,750.00	Rockford (WTVO)	LATE NEWS	10/11/16
9.0	Normal Line / SPOT	10/15/16-10/15/16	4	:30	7A-8A (CST)	1						1		1	\$125.00	\$125.00	Rockford (WTVO)	GMA	10/11/16
10.0	Normal Line / SPOT	10/15/16-10/15/16	4	:30	6P-6:30P (CST)	1						1		1	\$200.00	\$200.00	Rockford (WTVO)	6P NEWS	10/11/16
11.0	Normal Line / SPOT	10/16/16-10/16/16	4	:30	7A-8A (CST)	1							1	1	\$200.00	\$200.00	Rockford (WTVO)	GMA	10/11/16
12.0	Normal Line / SPOT	10/16/16-10/16/16	4	:30	5P-5:30P (CST)	1							1	1	\$375.00	\$375.00	Rockford (WTVO)	5P NEWS	10/11/16
13.0	Normal Line / SPOT	10/16/16-10/16/16	4	:30	10P-10:30P (CST)	1							1	1	\$350.00	\$350.00	Rockford (WTVO)	LATE NEWS	10/11/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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

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Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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JOHN CABELLO STATE REP

46196

Date: 10/10/2016

Client: Cain & Company
 Buyer: Rick Heffner
 Advertiser: John Cabello/State
 Product: Political - State Representative
 Estimate #:
 Primary Demo: Households
 Office: WTVU / WGRF / ETVO / BQRF
 1917 N MERIDIAN ROAD
 ROCKFORD, IL 61101
 Flight Dates: 10/12/2016 to 10/16/2016
 Contact: NICK CAPRIOLA - DIRECTOR OF SALES
 Phone: 815.968.8192
 Fax: 815.963.6113
 Email: ncapiola@wtvu.com

Daypart	Dur	COST	Oct	Total Spots	HH RTG	HH (000)
			12			

#1446778

Rockford Nov15 DMA Rentrak Live Only						
WTVU-TV						
M-F 5a-7a	30	4	\$90	5	2.8	5
EYEWITNESS NEWS						
LOCAL MORNING						
M-F 6a-7a	30	4	\$130	5	2.8	5
EYEWITNESS NEWS						
LOCAL MORNING						
M-F 7a-9a	30	4	\$200	5	4.3	7
GOOD MORNING						
AMERICA						
M-F 9a-10a	30	4	\$85	5	3.2	5
LIVE WITH KELLY & MICHAEL						
M-F 10a-11a	30	4	\$85	3	2.4	4
THE VIEW						
M-F 5p-5:30p	30	4	\$375	3	6.6	11
EYEWITNESS NEWS						
LOCAL @ 5						
M-F 6p-6:30p	30	4	\$300	4	5.6	10
EYEWITNESS NEWS						
LOCAL @ 6						
M-F 10p-10:35p	30	4	\$350	5	4.8	8
EYEWITNESS NEWS						
LOCAL @ 10						
Sa 7a-8a	30	4	\$125	1	3.8	7
GMA WEEKEND-SAT						
Sa 6p-6:30p	30	4	\$200	1	6.3	11
EYEWITNESS NEWS @ 6 SAT						



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Rockford Nov15 DMA Rentrak Live Only

WTVO-TV						
Su 7a-8a	30	4	\$200	1	6.3	11
GMA WEEKEND-SUN						
Su 5p-5:30p	30	4	\$375	1	8.3	14
EYEWITNESS NEWS						
LOCAL @ 5 SUN						
Su 10p-10:30p	30	4	\$350	1	6.2	11
EYEWITNESS NEWS						
LOCAL @ 10						
Total Spots:				40		
Total GRP:				169.8		
Total GIMP(000):				289		
Total COST:			\$8,105			

Net \$6889.25

Total Reach: 76.0% 76.0%
 Total Freq: 2.2 2.2