

# ORDER



WQRF Rockford, IL

**Orders**  
**Order / Rev:** 1395465  
**Alt Order #:** 25887167  
**Product Desc:** IVES FOR GOV  
**Estimate:**  
**Flight Dates:** 02/03/18 - 02/09/18  
**Original Date / Rev:** 02/02/18 / 02/02/18  
**Order Type:** REG

**Primary AE:** Millennium Chicago  
**Sales Office:** M-CHI  
**Sales Region:** Nat

**Agency Name:** Ives for Governor  
**Buying Contact:**  
**Billing Contact:**  
 505 N Lake Shore Dr  
 Chicago, IL 60611

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POLJeanne Ives/Governor/Rep/IL  
**Demographic:** A35+  
**Product Codes:** PL14  
**Priority:** P5  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/29/18	02/09/18	7	\$2,300.00	\$1,955.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2018	7	\$2,300.00	\$1,955.00	0.00
<b>Totals</b>	<b>7</b>	<b>\$2,300.00</b>	<b>\$1,955.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Chicago			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
WQRF Rockford, IL	15%	\$2,300.00
Market	100%	\$15,333.33

**Competitive Share**

Competitive Share	Share	Total
ABR	0%	\$0.00
CABLE	0%	\$0.00
ETVO	0%	\$0.00
UNKWN	0%	\$0.00
WIFR	0%	\$0.00
WREX	54%	\$8,280.00
WTVO	31%	\$4,753.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount												
N 1	WQRF	02/05/18	02/09/18	M-F 7a-9a News MORNING NEWS	CM	7:00 AM-9:00 AM (7:00 AM-9:00 AM)	MTWTF--	:30	2	\$50.00	P4	0.00	NM	2	\$100.00												
COMMENTS APPLY TO SUB LINES A THRU A EM NEWS <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 02/05/18</td> <td>02/11/18</td> <td>MTWTF--</td> <td>2</td> <td>\$50.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 02/05/18	02/11/18	MTWTF--	2	\$50.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 02/05/18	02/11/18	MTWTF--	2	\$50.00	0.00																						
N 2	WQRF	02/05/18	02/09/18	M-F 630-7p BIG BANG	CM	6:30 PM-7:00 PM (6:30 PM-7:00 PM)	MTWTF--	1:00	1	\$500.00	P4	0.00	NM	1	\$500.00												
COMMENTS APPLY TO SUB LINES A THRU A																											

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 Alt Order #: 25887167  
 Flight Dates: 02/03/18 - 02/09/18

Advertiser: POL/Jeanne Ives/Governor/Rep/IL  
 Product Desc: IVES FOR GOV  
 Estimate:

WQRF Rockford, IL

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
BIG BANG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		02/05/18	02/11/18	MTWTF--			1			\$500.00			0.00		
N 3	WQRF	02/05/18	02/09/18	LN M-F	CM	9:00 PM-9:30 PM	MTWTF--	1:00	3	\$500.00	P4	0.00	NM	3	\$1,500.00
				LATE NEWS			(9:00 PM-9:30 PM)								
COMMENTS APPLY TO SUB LINES A THRU A															
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		02/05/18	02/11/18	MTWTF--			3			\$500.00			0.00		
N 4	WQRF	02/04/18	02/04/18	LN Su	CM	9:00 PM-9:30 PM	-----S	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
				LATE NEWS			(9:00 PM-9:30 PM)								
COMMENTS APPLY TO SUB LINES A THRU A															
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		01/29/18	02/04/18	-----S			1			\$200.00			0.00		
													Totals	7	\$2,300.00



# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 25887167

Changes as of: 2/2/2018 at 12:39 PM

Version: Current State Version 1

CPE:

Agency: Liberty Principles  
211 S Clark St  
Chicago, IL 60604

Advertiser: Ives for Governor  
Product: IVEs FOR GOV  
Agency Order #:  
Buyer: ROB VAIL

Station: WQRF  
Market: Rockford  
Office: CHICAGO  
Primary Demo: Adults 35+

Total Spots: 7  
Total CPP: \$104.55  
Total GRP: 22.0

Salesperson: MATTHEW GAGGIANO

312-832-6617

Con Type: POLITICAL/VOTE  
Assistant: PETER BALSAM

Separation:

Comments: REBOOKING HL 25885984 WITH CORRECT CODES AND CANDIDATE RATES

# 1395465

#	Day/Time	DP	Program	Rate	A35P Rating	Len	2/3 - 2/5		Total Spots	Total \$	CPP*	GRP*
							Z/3	Z/5				
1	M-F 7a-9a		EM NEWS	\$50.00	1.0	30	0	2	2	\$100.00	\$50.00	2.0
2	M-F 6:30p-7p		BIG BANG	\$500.00	4.0	60	0	1	1	\$500.00	\$125.00	4.0
3	M-F 9p-9:30p		LATE NEWS	\$500.00	4.0	60	0	3	3	\$1,500.00	\$125.00	12.0
4	Su 9p-9:30p		LATE NEWS	\$200.00	4.0	30	1	0	1	\$200.00	\$50.00	4.0
TOTALS:							1	6	7	\$2,300.00	\$104.55	22.0

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 25887167      Changes as of: 2/2/2018 at 12:39 PM      Version: Current State Version 1

CPE:      Flight: 2/3/18 - 2/9/18      Station: WQRF      Total \$: \$2,300.00  
 Agency: Liberty Principles      Advertiser: Ives for Governor      Market: Rockford      Total Spots: 7  
 211 S Clark St      Product: IVE'S FOR GOV      Office: CHICAGO      Total CPP: \$104.55  
 Chicago, IL 60604      Agency Order #:      Primary Demo: Adults 35+      Total GRP: 22.0  
 Buyer: ROB VAIL      Con Type: POLITICAL/VOTE      Separation:  
 Salesperson: MATTHEW GAGGIANO      Assistant: PETER BALSAM      312-832-6619

Special Instructions

### Order Level Comments

Date/Time      Added by      Comment  
 02/02/18 12:39 PM      MATTHEW GAGGIANO      REBOOKING HL 25885984 WITH CORRECT CODES AND CANDIDATE RATES

Competitive Information	
Market Budget:	\$15,333
WQR Share:	15%
Comment:	
WREX:	54%
WTVO:	31%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	7	\$2,300.00	\$104.55	22.0
<b>Total</b>	<b>100%</b>	<b>7</b>	<b>\$2,300.00</b>	<b>\$104.55</b>	<b>22.0</b>

Monthly Summary			
Month	Spots	Dollars	
2018-Feb	7	\$2,300.00	
<b>Total</b>	<b>7</b>	<b>\$2,300.00</b>	

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	2/2/18 12:47 PM					\$0	\$0	
New	2/2/18 12:39 PM	MATTHEW GAGGIANO	New	7		\$2,300.00	\$2,300.00	

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.