

## 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:	<u>Ives for Governor</u>
	Buying Contact:	<u></u>
	Billing Contact:	<u></u>
		<u>505 N Lake Shore Dr</u>
		<u>Chicago, IL 60611</u>

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

Advertiser	Name:	POL/Jeanne 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
WTVQ	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															
		<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--	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															

Order / Rev: 1395465  
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:	Flight: 2/3/18 - 2/9/18	Total \$: \$2,300.00
Agency: Liberty Principles	Advertiser: Ives for Governor	Total Spots: 7
211 S Clark St	Product: Ives FOR GOV	Total CPP: \$104.55
Chicago, IL 60604	Buyer: ROB VAIL	Total GRP: 22.0
	Salesperson: MATTHEW GAGGIANO	
	312-832-6617	
	Station: WQRF	
	Market: Rockford	
	Office: CHICAGO	
	Primary Demo: Adults 35+	
	Con Type: POLITICAL/NOTE	
	Assistant: PETER BALSAM	
	312-832-6619	
	Separation:	

Comments: REBOOKING HL 25885984 WITH CORRECT CODES AND CANDIDATE RATES

#	Day/Time	DP	Program	Rate	A35P Rating	Len	2/3	2/5	2/3 - 2/5	Total Spots	Total \$	CPP*	GRP*
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:										7	\$2,300.00	\$104.55	22.0

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 25687167

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

Flight: 2/3/18 - 2/9/18

Advertiser: Ives for Governor

Product: Ives for Gov  
Agency Order #:

Buyer: ROB VAIL

Salesperson: MATTHEW GAGGIANO

312-832-6617

Total \$: \$2,300.00

Total Spots: 7

Total CPM: \$104.55  
Total GRP: 22.0

Separation:

Station: WQRF

Market: Rockford

Office: CHICAGO

Primary Demo: Adults 35+

Con Type: POLITICAL/VOTE

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 23685984 WITH CORRECT CODES AND CANDIDATE RATES

## Competitive Information

Market Budget: \$15,333
WQRF Share: 15%
Comment:
WREX: 54%
WTVO: 31%

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

Monthly Summary		
Month	Spots	Dollars
2018-Feb	7	\$2,300.00
Total	7	\$2,300.00

Transaction History						
Trans	Created/Received	Created by	Status	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.