



125 West 55th St  
New York, NY 10019

KATZ TELEVISION  
GROUP

**Contract #** 26225189 **Changes as of:** 10/19/2018 at 7:16 AM **Version:** Highlighting Revision 1  
**CPE:** 336/423/5996 **Flight:** 10/31/18 - 11/6/18 **Station:** KOB  
**Agency:** STRATEGIC MEDIA SERVICES **Advertiser:** BUEHLER, KNUTE **Market:** Medford-Ashland  
**1911 NORTH FT MYER** **Product:** Candidate **Office:** PHILADELPHIA  
**DRIVE** **Agency Order #:** 7863881 **Service:** Nielsen  
**SUITE 400** **Buyer:** Osborne, TJ **Primary Demo:** Adults 35+  
**ARLINGTON, VA** **Salesperson:** SHEPARD RITZEN **Assistant:** SHEPARD RITZEN  
**20009** **215-567-7950** **215-567-7950**

**Separation:**

**Comments:** raise rates to clear & cut back spots to balance

| #   | Day/Time               | DP | Program                   | Rate     | A35P<br>Rating | Len | 10/31 - 11/6 |      |      |      |      |      |      |   |   |   | Total<br>Spots | Total<br>\$ | CPP*   | GRP* |
|---|------------------------|----|---------------------------|----------|----------------|-----|--------------|------|------|------|------|------|------|---|---|---|----------------|-------------|--------|------|
|   |                        |    |                           |          |                |     | 10/31        | 11/1 | 11/2 | 11/3 | 11/4 | 11/5 | 11/6 |   |   |   |                |             |        |      |
| REV- 1  | W-F,M-Tu<br>6a-7a      |    | NBC5 NWS@SUNRS            | \$30.00  | 0              | 30  | 1            | 2    | 0    | 1    | 0    | 0    | 1    | 1 |   | 4 | \$120.00       | \$0.00      | 0.0    |      |
| Target 200345 Index: 105, Nielsen: 1.5<br>Changes: Rate from 35 to 30                 |                        |    |                           |          |                |     |              |      |      |      |      |      |      |   |   |   |                |             |        |      |
| REV- 2  | W-F,M-Tu<br>7a-9a      |    | TODAY SHW                 | \$101.00 | 0              | 30  | 1            | 0    | 1    | 1    | 0    | 0    | 1    | 0 | 1 | 3 | \$303.00       | \$0.00      | 0.0    |      |
| Target 200345 Index: 100, Nielsen: 2.2999999999999998<br>Changes: Rate from 55 to 101 |                        |    |                           |          |                |     |              |      |      |      |      |      |      |   |   |   |                |             |        |      |
| 3   | W-F,M-Tu<br>11:30a-12n |    | PAWN STARS-1              | \$8.00   | 0              | 30  | 1            | 1    | 1    | 1    | 0    | 0    | 1    | 0 |   | 4 | \$32.00        | \$0.00      | 0.0    |      |
| Target 200345 Index: 109, Nielsen: 0.6<br>Changes: Rate from 5 to 8                   |                        |    |                           |          |                |     |              |      |      |      |      |      |      |   |   |   |                |             |        |      |
| REV- 4  | W-F,M-Tu<br>12n-1p     |    | FUNNY YOU-ASK/FUNNY-ASK B | \$8.00   | 0              | 30  | 1            | 2    | 1    | 1    | 0    | 0    | 2    | 1 | 0 |   | 4              | \$32.00     | \$0.00 | 0.0  |
| Target 200345 Index: 110, Nielsen: 0.7<br>Changes: Rate from 5 to 8                   |                        |    |                           |          |                |     |              |      |      |      |      |      |      |   |   |   |                |             |        |      |
| REV- 5  | W-F,M-Tu<br>4p-5p      |    | DR. OZ                    | \$30.00  | 0              | 30  | 2            | 1    | 2    | 1    | 0    | 0    | 2    | 1 | 0 |   | 4              | \$120.00    | \$0.00 | 0.0  |
| Target 200345 Index: 112, Nielsen: 1  |                        |    |                           |          |                |     |              |      |      |      |      |      |      |   |   |   |                |             |        |      |
| 6   | W-F,M-Tu<br>6p-6:30p   |    | NBC5 NWS @6PM<            | \$173.00 | 0              | 30  | 1            | 1    | 1    | 1    | 0    | 0    | 1    | 0 |   | 4 | \$692.00       | \$0.00      | 0.0    |      |
| Target 200345 Index: 104, Nielsen: 2.8<br>Changes: Rate from 100 to 173               |                        |    |                           |          |                |     |              |      |      |      |      |      |      |   |   |   |                |             |        |      |
| 7   | W-F,M-Tu<br>6:30p-7p   |    | NBC5 NWS @6PM<            | \$173.00 | 0              | 30  | 1            | 1    | 1    | 1    | 0    | 0    | 1    | 0 |   | 4 | \$692.00       | \$0.00      | 0.0    |      |
| Target 200345 Index: 107, Nielsen: 2.1<br>Changes: Rate from 100 to 173               |                        |    |                           |          |                |     |              |      |      |      |      |      |      |   |   |   |                |             |        |      |
| REV- 8  | W-F,M-Tu<br>7p-7:30p   |    | NBC5 YR PLC@7P<           | \$115.00 | 0              | 30  | 1            | 1    | 1    | 1    | 0    | 0    | 1    | 0 |   | 3 | \$345.00       | \$0.00      | 0.0    |      |
| Target 200345 Index: 110, Nielsen: 1.9<br>Changes: Rate from 50 to 115                |                        |    |                           |          |                |     |              |      |      |      |      |      |      |   |   |   |                |             |        |      |
| REV- 9  | W-F,M-Tu<br>7:30p-8p   |    | ACCESS<                   | \$80.00  | 0              | 30  | 1            | 1    | 1    | 1    | 0    | 0    | 1    | 0 |   | 4 | \$320.00       | \$0.00      | 0.0    |      |
| Target 200345 Index: 106, Nielsen: 1.7<br>Changes: Rate from 50 to 80                 |                        |    |                           |          |                |     |              |      |      |      |      |      |      |   |   |   |                |             |        |      |
| REV- 10   | M<br>8p-10p            |    | The Voice                 | \$600.00 | 0              | 30  | 0            | 0    | 0    | 0    | 0    | 0    | 1    | 0 | 0 | 0 | \$0.00         | \$0.00      | 0.0    |      |
| Target 200345 Index: 104, Nielsen: 6.4<br>Changes: Rate from 400 to 600               |                        |    |                           |          |                |     |              |      |      |      |      |      |      |   |   |   |                |             |        |      |
| REV- 11   | W-F,M-Tu<br>11p-11:35p |    | NBC5 NWS @11PM<           | \$75.00  | 0              | 30  | 1            | 0    | 1    | 1    | 0    | 0    | 0    | 1 | 0 | 2 | \$150.00       | \$0.00      | 0.0    |      |
| Target 200345 Index: 104, Nielsen: 1.8<br>Changes: Rate from 50 to 75                 |                        |    |                           |          |                |     |              |      |      |      |      |      |      |   |   |   |                |             |        |      |



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|  |  |  |  |  |  |
|--|--|--|--|--|--|
| <b>Contract #</b> 26225189                                   |  | <b>Changes as of:</b> 10/19/2018 at 7:16 AM        |  | <b>Version:</b> Highlighting Revision 1          |  |
| <b>CPE:</b> 336/423/5996                                     |  | <b>Flight:</b> 10/31/18 - 11/6/18                  |  | <b>Station:</b> KOB                              |  |
| <b>Agency:</b> STRATEGIC MEDIA SERVICES                      |  | <b>Advertiser:</b> BUEHLER, KNUITE                 |  | <b>Market:</b> Medford-Ashland                   |  |
| 1911 NORTH FT MYER DRIVE<br>SUITE 400<br>ARLINGTON, VA 20009 |  | <b>Product:</b> Candidate                          |  | <b>Office:</b> PHILADELPHIA                      |  |
|  |  | <b>Agency Order #:</b> 7863881                     |  | <b>Service:</b> Nielsen                          |  |
|  |  | <b>Buyer:</b> Osborne, TJ                          |  | <b>Primary Demo:</b> Adults 35+                  |  |
|  |  | <b>Salesperson:</b> SHEPARD RITZEN<br>215-567-7950 |  | <b>Assistant:</b> SHEPARD RITZEN<br>215-567-7950 |  |
|  |  | <b>Separation:</b>                                 |  |  |  |
|  |  | <b>Total Spots:</b> 43                             |  | <b>Total CPP:</b> \$0.00                         |  |
|  |  |  |  | <b>Total GRP:</b>                                |  |
|  |  |  |  | <b>Con Type:</b> POLITICAL/VOTE                  |  |
|  |  |  |  | <b>Total \$:</b> \$4,165.00                      |  |

| #  | Day/Time                  | DP | Program         | Rate     | A35P Rating | Len | 10/31 - 11/6 |      |      |      |      |      |      | Total Spots | Total \$ | CPP*     | GRP*   |     |
|--|---------------------------|----|-----------------|----------|-------------|-----|--------------|------|------|------|------|------|------|-------------|----------|----------|--------|-----|
|  |                           |    |                 |          |             |     | 10/31        | 11/1 | 11/2 | 11/3 | 11/4 | 11/5 | 11/6 |             |          |          |        |     |
| REV- 12  | W-F M-Tu<br>11:35p-12:35a |    | TONITE SHW-NBC< | \$45.00  | 0           | 30  | 2            | 0    | 2    | 1    | 0    | 0    | 2    | 0           | 0        | \$45.00  | \$0.00 | 0.0 |
| Target 200345 Index: 104. Nielsen: 1<br>Changes: Rate from 30 to 45                    |                           |    |                 |          |             |     |              |      |      |      |      |      |      |             |          |          |        |     |
| REV- 13  | W 8p-9p                   |    | Chicago Med     | \$600.00 | 0           | 30  | 1            | 0    | 0    | 0    | 0    | 0    | 0    | 0           | 0        | \$0.00   | \$0.00 | 0.0 |
| Target 200345 Index: 109. Nielsen: 4.8<br>Changes: Rate from 400 to 600                |                           |    |                 |          |             |     |              |      |      |      |      |      |      |             |          |          |        |     |
| 14   | W 9p-10p                  |    | Chicago Fire    | \$263.00 | 0           | 30  | 1            | 0    | 0    | 0    | 0    | 0    | 0    | 0           | 1        | \$263.00 | \$0.00 | 0.0 |
| Target 200345 Index: 103. Nielsen: 4.3<br>Changes: Rate from 175 to 263                |                           |    |                 |          |             |     |              |      |      |      |      |      |      |             |          |          |        |     |
| 15   | W 10p-11p                 |    | Chicago PD      | \$300.00 | 0           | 30  | 1            | 0    | 0    | 0    | 0    | 0    | 0    | 0           | 1        | \$300.00 | \$0.00 | 0.0 |
| Target 200345 Index: 106. Nielsen: 4<br>Changes: Rate from 200 to 300                  |                           |    |                 |          |             |     |              |      |      |      |      |      |      |             |          |          |        |     |
| 16   | Th 10p-11p                |    | Law and Order   | \$300.00 | 0           | 30  | 0            | 1    | 0    | 0    | 0    | 0    | 0    | 0           | 1        | \$300.00 | \$0.00 | 0.0 |
| Target 200345 Index: 107. Nielsen: 4.2   |                           |    |                 |          |             |     |              |      |      |      |      |      |      |             |          |          |        |     |
| 17   | F 8p-9p                   |    | Blindspot       | \$263.00 | 0           | 30  | 0            | 0    | 1    | 0    | 0    | 0    | 0    | 0           | 1        | \$263.00 | \$0.00 | 0.0 |
| Target 200345 Index: 103. Nielsen: 2.2999999999999998<br>Changes: Rate from 175 to 263 |                           |    |                 |          |             |     |              |      |      |      |      |      |      |             |          |          |        |     |
| 18   | Sa 6p-6:30p               |    | NBC5 SAT 6PM    | \$113.00 | 0           | 30  | 0            | 0    | 0    | 1    | 0    | 0    | 0    | 0           | 1        | \$113.00 | \$0.00 | 0.0 |
| Target 200345 Index: 108. Nielsen: 1.3<br>Changes: Rate from 50 to 113                 |                           |    |                 |          |             |     |              |      |      |      |      |      |      |             |          |          |        |     |
| 19   | Su 11p-11:35p             |    | NBC5 SUN 11PM<  | \$75.00  | 0           | 30  | 0            | 0    | 0    | 0    | 1    | 0    | 0    | 0           | 1        | \$75.00  | \$0.00 | 0.0 |
| Target 200345 Index: 105. Nielsen: 1.4<br>Changes: Rate from 50 to 75                  |                           |    |                 |          |             |     |              |      |      |      |      |      |      |             |          |          |        |     |





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**Agency:** STRATEGIC MEDIA **Advertiser:** BUEHLER, KNUTE **Market:** Medford-Ashland  
SERVICES  
1911 NORTH FT MYER **Product:** Candidate **Office:** PHILADELPHIA  
DRIVE **Agency Order #:** 7863881 **Service:** Nielsen  
SUITE 400 **Buyer:** Osborne, TJ **Primary Demo:** Adults 35+  
ARLINGTON, VA 20009 **Salesperson:** SHEPARD RITZEN **Assistant:** SHEPARD RITZEN  
215-567-7950  
**Separation:**

**Con Type:** POLITICAL/VOTE  
**Total \$:** \$4,165.00  
**Total Spots:** 43  
**Total CPP:** \$0.00  
**Total GRP:**

### Special Instructions

#### Order Level Comments

| Date/Time        | Added by       | Comment  |
|------------------|----------------|--|
| 10/19/18 7:16 AM | SHEPARD RITZEN | raise rates to clear & cut back spots to balance |
| 10/19/18 7:16 AM | SHEPARD RITZEN | raise rates to clear & cut back spots to balance |

#### Competitive Information

|                         |
|-------------------------|
| Market Budget: \$20,825 |
| KOB Share: 20%          |
| Comment: est share      |
| Unknown: 80%            |

#### Daypart Summary

| Day/Time     | % Distrib   | Spots     | Dollars           | CPP        | GRP        |
|--------------|-------------|-----------|-------------------|------------|------------|
|              | 100%        | 43        | \$4,165.00        | N/A        | 0.0        |
| <b>Total</b> | <b>100%</b> | <b>43</b> | <b>\$4,165.00</b> | <b>N/A</b> | <b>0.0</b> |

#### Monthly Summary

| Month        | Spots     | Dollars           |
|--------------|-----------|-------------------|
| 2018-Nov     | 43        | \$4,165.00        |
| <b>Total</b> | <b>43</b> | <b>\$4,165.00</b> |

#### Transaction History

| Trans                             | Created/Received | Created by     | Status  | Spot+ | Spot- | \$ Chg     | Contract \$ | Comment   |
|-----------------------------------|------------------|----------------|---------|-------|-------|------------|-------------|---|
| Queued for Electronic Contracting | 10/19/18 9:55 AM |                |         |       |       | \$0        |             |   |
| Revision                          | 10/19/18 7:16 AM | SHEPARD RITZEN | Revised |       |       | \$0        | \$4,165.00  | Changes: Demo Meta to [R16]. Origuser Entered Dollars to \$4,165.00, User Entered \$ from \$0.00 to \$4,165.00, Competitive Market Budget from \$8,330 to \$20,825, Comments from Separation: 30 to raise rates to clear & cut back spots to balance, Total Spots from 65 to 43. 18 buylines added or modified. |
| New                               | 10/17/18 3:13 PM | SHEPARD RITZEN | New     | 65    |       | \$4,165.00 | \$4,165.00  |   |

### 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.

# 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:<br>KOB TV ABC 5 | Date:<br>10/19/18 |
|---------------------------------------|-------------------|

I, Ben Rheault  
 being/on behalf of: Knute Buehler  
 a legally qualified candidate of the Republican  
 political party for the office of: Governor  
 in the General  
 election to be held on: 11/6/18  
 do hereby request station time as follows:

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

Attach proposed schedule with charges (if available):



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

Knute for Governor

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:

Dana Billingsley

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**

12/13/17

Date

Benjamin Rheault

Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

# FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, **Ben Rheault**

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does** ☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

**Benjamin Rheault**

Digitally signed by Benjamin Rheault  
DN: cn=Benjamin Rheault, o=ou, email=brheault@strategicmediaservices.com, c=US  
Date: 2016.09.06 10:41:48 -04'00'

signature of candidate or authorized committee

**Ben Rheault**

printed name

date

**12/13/17**



AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

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

Attach proposed schedule with charges (if available):

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.