



KGCW
PO Box 470
Rockford, IL 61105

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 1603988

Schedule Dates 06/19/17-06/24/17
Advertiser Bruce Rauner/Governor/Illinois/Republican (53931)
Agency Strategic Media Placement (10336)
Product Political - Governor (1067)
Brand CITIZENS FOR RAUNER (627110)
Salesperson Katz - Washington DC, Washington DC (1179)
Sales Office Katz - Washington DC
Buyer Name Adam,Shaw,
Phone/Fax /
CPE 1233/1848/5173
Account Types National/Political
Billing Type Standard
Comments Broadcast
New order 6/17-6/30

Date Entered 06/16/17
Last Modified 06/19/17
Entered By Jill Koch
CO-OP No
Headline # ECR25577322
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$127.50
Net Total \$722.50
Sales Tax

Davenport IA (KGCW)

By Broadcast Month	Spots	Rate
Jun. 2017	17	\$850.00
Grand Total:	17	\$850.00

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 (1)	06/19/17-06/23/17	4	:30	9A- 10A (CST)	2	X	X	X	X	X			2	\$20.00	\$40.00	Davenport IA (KGCW)	People's Court	6/16/17
2.0	Normal Line / SPOT (2)	06/19/17-06/23/17	4	:30	10A- 11A (CST)	3	X	X	X	X	X			3	\$20.00	\$60.00	Davenport IA (KGCW)	Judge Mathis	6/16/17
3.0	Normal Line / SPOT (3)	06/19/17-06/23/17	4	:30	11A- 12P (CST)	3	X	X	X	X	X			3	\$30.00	\$90.00	Davenport IA (KGCW)	People's Court	6/16/17
4.0	Normal Line / SPOT (4)	06/24/17-06/24/17	4	:30	4P- 4:30P (CST)	1						X			\$30.00		Davenport IA (KGCW)	Friends	6/16/17
4.0.1	Closed Preempt (4)	06/24/17															Davenport IA (KGCW)	Program Change/Exception - MLP (per jill)	
5.0	Normal Line / SPOT (5)	06/24/17-06/24/17	4	:30	4:30P- 5P (CST)	1						X			\$30.00		Davenport IA (KGCW)	Friends	6/16/17
5.0.1	Closed Preempt (5)	06/24/17															Davenport IA (KGCW)	Program Change/Exception - MLP (per jill)	
6.0	Normal Line / SPOT (6)	06/19/17-06/23/17	4	:30	9P- 9:30P (CST)	3	X	X	X	X	X			3	\$60.00	\$180.00	Davenport IA (KGCW)	Two & A Half Men	6/16/17
7.0	Normal Line / SPOT (7)	06/19/17-06/23/17	4	:30	9:30P- 10P (CST)	3	X	X	X	X	X			3	\$60.00	\$180.00	Davenport IA (KGCW)	Two & A Half Men	6/16/17
8.0	Normal Line / SPOT (8)	06/19/17-06/23/17	4	:30	10P- 10:30P (CST)	1	X	X	X	X	X			1	\$40.00	\$40.00	Davenport IA (KGCW)	Last Man Standing	6/16/17
9.0	Normal Line / MLB (9)	06/24/17-06/24/17	4	:30	3P- 6P (CST)	1						X		1	\$200.00	\$200.00	Davenport IA (KGCW)	Chicago Cubs Baseball Regular Season: @ Marlins	6/16/17
10.0	M/G For 4.0.1,5.0.1 / MLB (10)	06/24/17-06/24/17	5	:30	3P- 6P (CST)	1						X		1	\$60.00	\$60.00	Davenport IA (KGCW)	CUBS BASEBALL	6/19/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

CONTRACT



KGCW
2960 N Meridian St 2nd Floor
Indianapolis, IN 46208
(309) 446-5441

And:

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015
USA

<u>Contract / Revision</u> DV1603988 /		<u>Alt Order #</u> 25577322
<u>Product</u> BROADCAST		
<u>Contract Dates</u> 06/26/17 - 06/30/17		<u>Estimate #</u> 5173
<u>Advertiser</u> POL/Bruce Rauner/Governor/Il/Inoits/Democr		<u>Original Date / Revision</u> 06/19/17 / 06/19/17
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KGCW	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-54		
		<u>Total Ratings</u> 23.70
<u>Agg Code</u> 9917037	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> IN9370/IN11002/IN141	<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	KGCW	06/26/17	06/30/17	PEOPLES COURT	M-F 9-10a		:30				NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>			
Week:	06/26/17	07/02/17	MTWTF--	3	\$20.00	1.30							
N 2	KGCW	06/26/17	06/30/17	JUDGE MATHIS	M-F 10-11a		:30				NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>			
Week:	06/26/17	07/02/17	MTWTF--	3	\$20.00	1.10							
N 3	KGCW	06/26/17	06/30/17	PEOPLES COURT	M-F 11a-12p		:30				NM	3	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>			
Week:	06/26/17	07/02/17	MTWTF--	3	\$30.00	1.50							
N 4	KGCW	06/26/17	06/30/17	2-1/2 MEN	M-F 9p-930p		:30				NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>			
Week:	06/26/17	07/02/17	MTWTF--	3	\$60.00	2.00							
N 5	KGCW	06/26/17	06/30/17	2-1/2 MEN	M-F 930-10p		:30				NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>			
Week:	06/26/17	07/02/17	MTWTF--	3	\$60.00	2.00							
Totals												15	\$570.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/26/17 - 06/30/17	15	\$570.00	(\$85.50)	\$484.50
Totals	15	\$570.00	(\$85.50)	\$484.50

Signature: _____ **Date:** _____

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.