

CONTRACT



KOBI  
125 South Fir Street  
Medford, OR 97501  
(541) 779-5555

kobi5.com

And:

Canal Partners Media  
25 Whitlock Place, 2nd Floor  
Marietta, GA 30064

Contract / Revision 3692 /		Alt Order # 06996564
Product VOTE YES ON MEAS 92		
Contract Dates 10/14/14 - 10/20/14		Estimate # 917
Advertiser Vote Yes on Measure 92		Original Date / Revision 08/21/14 / 08/21/14
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOBI	Account Executive Kate (Philadelphia) B	Sales Office Petry-Philadelph
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 157	Product Code 164
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	All	10/14/14	10/14/14	NBC5 News @ Sunrise	6:00 AM-7:00 AM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-T-----				1	\$55.00			
N 2	All	10/14/14	10/14/14	Today Show I	7:00 AM-9:00 AM		:30			NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-T-----				2	\$70.00			
N 3	All	10/15/14	10/15/14	Today Show I	7:00 AM-9:00 AM		:30			NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	--W----				2	\$70.00			
N 4	All	10/16/14	10/16/14	Today Show I	7:00 AM-9:00 AM		:30			NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	---T---				2	\$70.00			
N 5	All	10/17/14	10/17/14	Today Show I	7:00 AM-9:00 AM		:30			NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	----F--				2	\$70.00			
N 6	All	10/20/14	10/20/14	Today Show I	7:00 AM-9:00 AM		:30			NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	M-----				2	\$70.00			
N 7	All	10/14/14	10/14/14	Today Show 7-10a	7:00 AM-10:00 AM		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-T-----				1	\$60.00			
N 8	All	10/16/14	10/16/14	Today Show 7-10a	7:00 AM-10:00 AM		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	---T---				1	\$60.00			
N 9	All	10/17/14	10/17/14	Today Show 7-10a	7:00 AM-10:00 AM		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	----F--				1	\$60.00			
N 10	All	10/20/14	10/20/14	Today Show 7-10a	7:00 AM-10:00 AM		:30			NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	M-----				1	\$60.00			
N 11	All	10/15/14	10/15/14	Today Show II	9:00 AM-10:00 AM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	--W----				1	\$55.00			
N 12	All	10/16/14	10/16/14	Today Show II	9:00 AM-10:00 AM		:30			NM	1	\$55.00

(\* 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.



**KOBI**  
**125 South Fir Street**  
**Medford, OR 97501**  
**(541) 779-5555**

<u>Contract / Revision</u> 3692 /		<u>Alt Order #</u> 06996564
<u>Contract Dates</u> 10/14/14 - 10/20/14		<u>Product</u> VOTE YES ON MEAS 9
<u>Advertiser</u> Vote Yes on Measure 92		<u>Estimate #</u> 917
		<u>Original Date / Revision</u> 08/21/14 / 08/21/14

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	---T---				1	\$55.00			
N 13	All	10/17/14	10/17/14	Today Show II	9:00 AM-10:00 AM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	----F--				1	\$55.00			
N 14	All	10/20/14	10/20/14	Today Show II	9:00 AM-10:00 AM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	M-----				1	\$55.00			
N 15	All	10/14/14	10/14/14	Today Show III	10:00 AM-11:00 AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-T-----				1	\$30.00			
N 16	All	10/15/14	10/15/14	Today Show III	10:00 AM-11:00 AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	--W----				1	\$30.00			
N 17	All	10/16/14	10/16/14	Today Show III	10:00 AM-11:00 AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	---T---				1	\$30.00			
N 18	All	10/17/14	10/17/14	Today Show III	10:00 AM-11:00 AM		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	----F--				1	\$30.00			
N 19	All	10/14/14	10/14/14	Dr. Oz	4:00 PM-5:00 PM		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-T-----				1	\$40.00			
N 20	All	10/16/14	10/16/14	Dr. Oz	4:00 PM-5:00 PM		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	---T---				1	\$40.00			
N 21	All	10/20/14	10/20/14	Dr. Oz	4:00 PM-5:00 PM		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	M-----				1	\$40.00			
N 22	All	10/14/14	10/14/14	M-F NBC Nightly News	5:30 PM-6:00 PM		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-T-----				1	\$150.00			
N 23	All	10/15/14	10/15/14	M-F NBC Nightly News	5:30 PM-6:00 PM		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	--W----				1	\$150.00			
N 24	All	10/16/14	10/16/14	M-F NBC Nightly News	5:30 PM-6:00 PM		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	---T---				1	\$150.00			
N 25	All	10/20/14	10/20/14	M-F NBC Nightly News	5:30 PM-6:00 PM		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/20/14	10/26/14	M-----				1	\$150.00			
N 26	All	10/15/14	10/15/14	M-F Entertainment Tonight	7:00 PM-7:30 PM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	--W----				1	\$55.00			
N 27	All	10/17/14	10/17/14	M-F Entertainment Tonight	7:00 PM-7:30 PM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	----F--				1	\$55.00			
N 28	All	10/15/14	10/15/14	M-F The Insider	7:30 PM-8:00 PM		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	--W----				1	\$55.00			
N 29	All	10/18/14	10/18/14	NBC5 News @ 6p Sa	6:00 PM-6:30 PM		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Contract / Revision		Alt Order #
3692 /		06996564
Contract Dates		Product
10/14/14 - 10/20/14		VOTE YES ON MEAS 9
		Estimate #
		917
Advertiser		Original Date / Revision
Vote Yes on Measure 92		08/21/14 / 08/21/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-----S-				1	\$40.00			
N 30	All	10/18/14	10/18/14	Sa Entertainment Tonight	7:00 PM-8:00 PM		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/13/14	10/19/14	-----S-				1	\$25.00			
Totals											35	\$2,285.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/20/14	35	\$2,285.00	(\$342.75)	\$1,942.25
Totals	35	\$2,285.00	(\$342.75)	\$1,942.25

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## ORDER WORKSHEET

1 of 3

Rep Order# 6996564  
EC'd No

Ver# 1 Status New

Traffic Order#

Printed: 08/19/14 12:31 PM  
Last Received: 08/19/14 12:15 PM  
Showing Buylines: All LinesStation KOB1-TV MEDFORD, OR.  
Advertiser (P413) .ISSUE ADV  
Product VOTE YES ON MEAS 92  
Estimate# 917  
Buyer Barbara AbbarAgency (CPMD) CANAL PARTNERS MEDIA  
25 WHITLOCK PLACE, 2ND FL  
MARIETTA, GA 30064  
Agency C/P1/P2/E 157/164/917  
Flight Dates 10/14/14-10/20/14Rep Firm PETRY MEDIA CORPORATION  
Sales Office (PH) PHILADELPHIA  
Salesperson (FEI) FRANK FEINBERG  
Sales Assistant THERESA  
Salesperson Phone# 215-567-6005  
Salesperson Fax# 215-567-5938

## --- CONTRACT COMMENT ---

VOTE YES ON MEASURE 92

## --- REMARKS ---

THIS IS A NEW ISSUE ORDER \*\*VOTE YES ON MEASURE 92\*\* TOTAL = \$2285 PLS. CONF. ASAP THANKS THERESA \*\*WILL CORRECT ADVERTISER AS SOON AS CODE IS RECEIVED\*\*

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	Tu	6A-7A	NBC5 NWS@SUNRS	30	-	-	\$55.00	10/14-10/14	1	1	1	\$55.00
2	Tu	7A-9A	TODAY SHW<	30	-	-	\$70.00	10/14-10/14	2	1	2	\$140.00
3	W	7A-9A	TODAY SHW<	30	-	-	\$70.00	10/15-10/15	2	1	2	\$140.00
4	Th	7A-9A	TODAY SHW<	30	-	-	\$70.00	10/16-10/16	2	1	2	\$140.00
5	F	7A-9A	TODAY SHW<	30	-	-	\$70.00	10/17-10/17	2	1	2	\$140.00
6	M	7A-9A	TODAY SHW<	30	-	-	\$70.00	10/20-10/20	2	1	2	\$140.00
7	Tu	7A-10A	TODAY SHW<	30	-	-	\$60.00	10/14-10/14	1	1	1	\$60.00
8	Th	7A-10A	TODAY SHW<	30	-	-	\$60.00	10/16-10/16	1	1	1	\$60.00
9	F	7A-10A	TODAY SHW<	30	-	-	\$60.00	10/17-10/17	1	1	1	\$60.00
10	M	7A-10A	TODAY SHW<	30	-	-	\$60.00	10/20-10/20	1	1	1	\$60.00
11	W	9A-10A	TODAY SHW2-NBC	30	-	-	\$55.00	10/15-10/15	1	1	1	\$55.00
12	Th	9A-10A	TODAY SHW2-NBC	30	-	-	\$55.00	10/16-10/16	1	1	1	\$55.00



## ORDER WORKSHEET

Rep Order# 6996564 Ver# 1 Status New  
EC'd No

Traffic Order#  
Printed: 08/19/14 12:31 PM  
Last Received: 08/19/14 12:15 PM  
Showing Buylines: All Lines

2 of 3

Station KOB-TV MEDFORD, OR.  
Advertiser (P413) ISSUE ADV  
Product VOTE YES ON MEAS 92  
Estimate# 917  
Buyer Barbara Abbar

Agency (CPMD) CANAL PARTNERS MEDIA  
25 WHITLOCK PLACE, 2ND FL  
MARIETTA, GA 30064  
Agency C/P1/P2/E 157/164/917  
Flight Dates 10/14/14-10/20/14

Rep Firm PETRY MEDIA CORPORATION  
Sales Office (PH) PHILADELPHIA  
Salesperson (FEI) FRANK FEINBERG  
Sales Assistant THERESA  
Salesperson Phone# 215-567-6005  
Salesperson Fax# 215-567-5938

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
13	F	9A-10A	TODAY SHW2-NBC	30	-	-	\$55.00	10/17-10/17	1	1	1	\$55.00
14	M	9A-10A	TODAY SHW2-NBC	30	-	-	\$55.00	10/20-10/20	1	1	1	\$55.00
15	Tu	10A-11A	TODAY SHW3-NBC	30	-	-	\$30.00	10/14-10/14	1	1	1	\$30.00
16	W	10A-11A	TODAY SHW3-NBC	30	-	-	\$30.00	10/15-10/15	1	1	1	\$30.00
17	Th	10A-11A	TODAY SHW3-NBC	30	-	-	\$30.00	10/16-10/16	1	1	1	\$30.00
18	F	10A-11A	TODAY SHW3-NBC	30	-	-	\$30.00	10/17-10/17	1	1	1	\$30.00
19	Tu	4P-5P	DR. OZ	30	-	-	\$40.00	10/14-10/14	1	1	1	\$40.00
20	Th	4P-5P	DR. OZ	30	-	-	\$40.00	10/16-10/16	1	1	1	\$40.00
21	M	4P-5P	DR. OZ	30	-	-	\$40.00	10/20-10/20	1	1	1	\$40.00
22	Tu	530P-6P	NBC NEWS	30	-	-	\$150.00	10/14-10/14	1	1	1	\$150.00
23	W	530P-6P	NBC NEWS	30	-	-	\$150.00	10/15-10/15	1	1	1	\$150.00
24	Th	530P-6P	NBC NEWS	30	-	-	\$150.00	10/16-10/16	1	1	1	\$150.00
25	M	530P-6P	NBC NEWS	30	-	-	\$150.00	10/20-10/20	1	1	1	\$150.00
26	W	7P-730P	ENT TONIGHT 30	30	-	-	\$55.00	10/15-10/15	1	1	1	\$55.00
27	F	7P-730P	ENT TONIGHT 30	30	-	-	\$55.00	10/17-10/17	1	1	1	\$55.00
28	W	730P-8P	INSIDER	30	-	-	\$55.00	10/15-10/15	1	1	1	\$55.00

ORDER WORKSHEET

Rep Order# 6996564 Ver# 1 Status New EC'd No

Traffic Order#

Printed: 08/19/14 12:31 PM 3 of 3  
Last Received: 08/19/14 12:15 PM  
Showing Buylines: All Lines

Station KOB-TV MEDFORD, OR.  
Advertiser (P413) .ISSUE ADV  
Product VOTE YES ON MEAS 92  
Estimate# 917  
Buyer Barbara Abar

Agency (CPMD) CANAL PARTNERS MEDIA  
25 WHITLOCK PLACE, 2ND FL  
MARIETTA, GA 30064  
Agency C/P1/P2/E 157/164/917  
Flight Dates 10/14/14-10/20/14

Rep Firm PETRY MEDIA CORPORATION  
Sales Office (PH) PHILADELPHIA  
Salesperson (FEI) FRANK FEINBERG  
Sales Assistant THERESA  
Salesperson Phone# 215-567-6005  
Salesperson Fax# 215-567-5938

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
29	Sa	6P-630P	NBC5 SAT 6PM	30	-	-	\$40.00	10/18-10/18	1	1	1	\$40.00
30	Sa	7P-8P	ENT TONIGHT 60	30	-	-	\$25.00	10/18-10/18	1	1	1	\$25.00

--REPORT TOTALS--

Report Totals: 35 / \$2,285.00

--SALES MONTHLY TOTALS--

Oct2014: 35/ \$2,285.00  
Order Totals: 35 / \$2,285.00 Total GRPs: 0.0

-- COMPETITIVE --

Market Totals	\$2,285.00	CATV .00%	KDRV .00%	KMFD .00%	KMVU .00%	KOBI 100.00%
		KOTI .00%	KTVL .00%			

-- COMPETITIVE COMMENTS --

COMPETITIVE FOR BOOKING PURPOSES ONLY...CORRECT SHARES TO FOLLOW

Books [null]  
Demos RA35+P

-- CREDIT RISK --

CASH IN ADVANCE