

## CONTRACT



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

kobi5.com

And:

**Target Enterprises**  
**Attention: Dede Jeffery**  
**15260 Ventura Blvd Suite 1240**  
**Sherman Oaks, CA 91403**

*adding \$3k*

<u>Contract / Revision</u> 4200 /		<u>Alt Order #</u>
<u>Product</u> 8170277		
<u>Contract Dates</u> 09/29/14 - 10/05/14		<u>Estimate #</u> 8170277 9/29-10/5
<u>Advertiser</u> No on 92 Coalition		<u>Original Date / Revision</u> 09/29/14 / 09/29/14
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOBI	<u>Account Executive</u> Los Angeles Katz Ea	<u>Sales Office</u> Katz-Los Angele
<u>Special Handling</u>		
<u>Demographic</u> Households		
		<u>Total Ratings</u> 99.10
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 1	All	09/29/14	10/05/14	Today Show I	7a-9a		1:00				NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	MTWTF--				4	\$125.00	1.80			
E 2	All	09/29/14	10/05/14	Dr. Oz	4p-5p		1:00				NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	11111--				5	\$90.00	1.70			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	All	09/29/14-10/05/14	Dr. Oz	4p-5p	MTuWThF----	1:00		\$90.00	1.70	NM		
			See MG 2.6,2.7,2.8,2.9										
	2	All	09/29/14-10/05/14	Dr. Oz	4p-5p	MTuWThF----	1:00		\$90.00	1.70	NM		
			See MG 2.6,2.7,2.8,2.9										
	3	All	09/29/14-10/05/14	Dr. Oz	4p-5p	MTuWThF----	1:00		\$90.00	1.70	NM		
			See MG 2.6,2.7,2.8,2.9										
	4	All	09/29/14-10/05/14	Dr. Oz	4p-5p	MTuWThF----	1:00		\$90.00	1.70	NM		
			See MG 2.6,2.7,2.8,2.9										
	6	All	09/30/14-10/05/14	Dr. Oz	4p-5p	-TuWThF----	:30		\$90.00	1.70	NM		
	Ⓜ		MG for 2.3,2.2,2.1,2.4										
	7	All	09/30/14-10/05/14	Dr. Oz	4p-5p	-TuWThF----	:30		\$90.00	1.70	NM		
	Ⓜ		MG for 2.3,2.2,2.1,2.4										
	8	All	09/30/14-10/05/14	Dr. Oz	4p-5p	-TuWThF----	:30		\$90.00	1.70	NM		
	Ⓜ		MG for 2.3,2.2,2.1,2.4										
	9	All	09/30/14-10/05/14	Dr. Oz	4p-5p	-TuWThF----	:30		\$90.00	1.70	NM		
	Ⓜ		MG for 2.3,2.2,2.1,2.4										
3	All	09/29/14	10/03/14	M-F NBC5 News @ 6p	6:00 PM-6:30 PM		1:00				NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	11111--				5	\$175.00	2.80			
4	All	09/29/14	10/05/14	M-F NBC5 News @ 6p	6:30 PM-7:00 PM		1:00				NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	11111--				5	\$175.00	2.20			
E 5	All	09/30/14	09/30/14	Tue Prime Other L10	8p-11p		:30				NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-1-----				1	\$675.00	6.50			

(\* 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.

In accordance with Federal Communications Commission requirements, California Oregon Broadcasting, Inc. will not discriminate in any contract for advertising on the basis of race or gender, and all such contracts will be evaluated, accepted, negotiated and completed without regard to race or gender.



KOB

125 South Fir Street

Medford, OR 97501

(541) 779-5555

kobi5.com

Contract / Revision		Alt Order #
4200 /		
Contract Dates	Product	Estimate #
09/29/14 - 10/05/14	8170277	8170277 9/29-10/5
Advertiser		Original Date / Revision
No on 92 Coalition		09/29/14 / 09/29/14

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	All	09/29/14-10/05/14	Marry me/ About a Boy	9p-10p	-Tu-----	1:00		<del>\$675.00</del>	6.50	NM		
See MG 5.2													
	2	All	09/30/14-09/30/14	Voice, The	8p-11p	-Tu-----	:30		\$675.00	6.50	NM		
Ⓜ MG for 5.1 09/30 Schedule Change													
6	All	09/29/14	10/03/14	Late 11p News M-F	11p-1135p		1:00				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	11111--				5	\$150.00	1.60			
7	All	09/29/14	10/03/14	Tonight Show: Fallon	1135p-1236a		1:00				NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	MTWTF--				3	\$130.00	1.30			
E 8	All	10/04/14	10/05/14	Late News Rotator M-Su	M-F11-1135p/SaSu		1:00				NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----SS				1	\$85.00	1.00			
E 9	All	10/05/14	10/05/14	NFL Football	520-830p		1:00				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1				1	\$1,500.00	13.00			
N 10	All	09/29/14	09/29/14	Dr. Oz	4p-5p		:30				NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	M-----				1	\$90.00	0.00			
N 11	All	10/05/14	10/05/14	NFL Football	520-830p		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-----1				1	\$1,500.00	13.00			
N 12	All	09/30/14	09/30/14	Voice, The	8p-11p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	-1-----				1	\$750.00	6.50			
N 13	All	10/01/14	10/01/14	Law & Order SVU	9p-10p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	--1----				1	\$350.00	3.50			
N 14	All	10/01/14	10/01/14	Chicago PD	10p-11p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/29/14	10/05/14	--1----				1	\$400.00	3.00			
Totals										99.10		35	\$9,190.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/05/14	35	\$9,190.00	(\$1,378.50)	\$7,811.50
Totals	35	\$9,190.00	(\$1,378.50)	\$7,811.50

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.

In accordance with Federal Communications Commission requirements, California Oregon Broadcasting, Inc. will not discriminate in any contract for advertising on the basis of race or gender, and all such contracts will be evaluated, accepted, negotiated and completed without regard to race or gender.



# ORDER WORKSHEET

Rep Order# 8170277 Ver# 5 Status Revised Traffic Order# 4200 Last Received: 09/29/14 6:02 PM 1 of 2  
 EC'd No Showing Buylines: All Rep Changes

Station KOBI-TV MEDFORD Agency (8182) TARGET ENTERPRISES Rep Firm EAGLE TELEVISION  
 Advertiser (NO92) NO ON 92 COALITION 15260 VENTURA BLVD, SUITE 1240 Sales Office (LA) LOS ANGELES  
 Product NO ON 92 COALITION SHERMAN OAKS, CA 91403 Salesperson (LSB) STEVE BANKA  
 Estimate# Agency C/P1/P2/E Sales Assistant CARL  
 Buyer DEDE JEFFERY Flight Dates 09/29/14-10/05/14 Salesperson Phone# 323 966-5021  
 Salesperson Fax#

## --- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* 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 COMMUNICATIONS, INC. (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.

## --- REMARKS ---

REVISED TO ADD \$3000 TO SCHEDULE LN 9 1X ADD TO SCHED ADD TO SHED LINES 11-13 PLEASE CONFIRM OR ADVISE THANKS CARL FOR STEVE

PS2

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
9*	Su	515P-830P	SUNDAY NIGHT FTBL	30	13.0	26.0	\$1,500.00	10/05-10/05	2	2	\$3,000.00
			Sales remark: V5 1X ADD TO SCHED								
			V5 Comment Changed, Spots/week Changed								
11*	Tu	8P-10P	THE VOICE	30	6.5	6.5	\$750.00	09/30-09/30	1	1	\$750.00
			Sales remark: V5 ADD TO SCHED								
			V5 Added								
12*	W	9P-10P	L&O SVU	30	3.5	3.5	\$350.00	10/01-10/01	1	1	\$350.00
			Sales remark: V5 ADD TO SCHED								
			V5 Added								
13*	W	10P-11P	CHICAGO PD	30	3.0	3.0	\$400.00	10/01-10/01	1	1	\$400.00
			Sales remark: V5 ADD TO SCHED								
			V5 Added								

## ---REPORT TOTALS---

Report Totals: 5 / \$4,500.00

# ORDER WORKSHEET

Rep Order# 8170277 Ver# 5  
EC'd No

Status Revised

Traffic Order# 4200

Last Received:  
Showing Buylines:

Printed: 09/29/14 6:02 PM  
09/29/14 6:00 PM  
All Rep Changes

2 of 2

Station KOB-TV MEDFORD  
Advertiser (NO92) NO ON 92 COALITION  
Product NO ON 92 COALITION  
Estimate#  
Buyer DEDE JEFFERY

Agency (8182) TARGET ENTERPRISES  
15260 VENTURA BLVD, SUITE 1240  
SHERMAN OAKS, CA 91403  
Agency C/P1/P2/E  
Flight Dates 09/29/14-10/05/14

Rep Firm EAGLE TELEVISION  
Sales Office (LA) LOS ANGELES  
Salesperson (LSB) STEVE BANKA  
Sales Assistant CARL  
Salesperson Phone# 323 966-5021  
Salesperson Fax#

## ---SALES MONTHLY TOTALS---

Oct2014: 34 / \$9,100.00

Order Totals: 34 / \$9,100.00

Total GRPS: 99.1

## --- COMPETITIVE ---

Market Totals	\$39,565.22	CABL .00%	KDRV 23.00%	KEBI .00%	KMTU 8.00%	KOBI 23.00%
		KOTI 23.00%	KTVL 23.00%			

Books [null]  
Demos RA35+P

## --- CREDIT RISK ---

STANDARD CREDIT TERMS