

ORDER WORKSHEET

Rep Order# 9363233 Ver# 1
EC'd Yes Status Confirmed

Traffic Order#
Last Received:
Showing Buylines:

Printed: 08/18/14 9:30 AM Duplicate 1 of 5
08/18/14 9:20 AM
All Lines

Station WWLP-TV SPRINGFIELD, MA
Advertiser (NO02) NO ON QUESTION 2
Product EST#1575 BOTTLE BILL
Estimate# 1575
Buyer Sheri Sadler

Agency (SADL) SADLER STRATEGIC MEDIA
12103 VIEWCREST ROAD
STUDIO CITY, CA 91604
Agency C/P1/P2/E 180/302/1575
Flight Dates 08/25/14-11/04/14

Rep Firm KATZ CONTINENTAL
Sales Office (LA) LOS ANGELES
Salesperson (BRM) BRUCE MARKS
Sales Assistant JORDAN
Salesperson Phone# 323-966-5176
Salesperson Fax# 323-658-6443

--- 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.

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M-F	5A-530A	22 NEWS 5-6AM	30	3.1	74.4	\$400.00	09/22-09/26	3	3	\$9,600.00
								09/29-10/03	3	3	
								10/06-10/10	4	4	
								10/13-10/17	4	4	
								10/20-10/24	5	5	
								10/27-10/31	5	5	
2	M	5A-530A	22 NEWS 5-6AM	30	3.1	3.1	\$400.00	11/03-11/03	1	1	\$400.00
3	M-F	530A-6A	22 NEWS 530-6A	30	3.4	81.6	\$500.00	09/22-09/26	3	3	\$12,000.00
								09/29-10/03	3	3	
								10/06-10/10	4	4	
								10/13-10/17	4	4	
								10/20-10/24	5	5	
								10/27-10/31	5	5	
4	M	530A-6A	22 NEWS 530-6A	30	3.4	3.4	\$500.00	11/03-11/03	1	1	\$500.00
5	M-F	6A-7A	22 NEWS AT 6-7AM	30	5.7	159.6	\$650.00	09/22-09/26	4	4	\$18,200.00
								09/29-10/03	4	4	
								10/06-10/10	5	5	
								10/13-10/17	5	5	
								10/20-10/24	5	5	
								10/27-10/31	5	5	
6	M	6A-7A	22 NEWS AT 6-7AM	30	5.7	5.7	\$650.00	11/03-11/03	1	1	\$650.00

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2 of 5

Station WWLP-TV SPRINGFIELD, MA
Advertiser (NO02) NO ON QUESTION 2
Product EST#1575 BOTTLE BILL
Estimate# 1575
Buyer Sheri Sadler

Agency (SADL) SADLER STRATEGIC MEDIA
12103 VIEWCREST ROAD
STUDIO CITY, CA 91604
Agency C/P1/P2/E 180/302/1575
Flight Dates 08/25/14-11/04/14

Rep Firm KATZ CONTINENTAL
Sales Office (LA) LOS ANGELES
Salesperson (BRM) BRUCE MARKS
Sales Assistant JORDAN
Salesperson Phone# 323-966-5176
Salesperson Fax# 323-658-6443

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
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7	M-F	7A-9A	TODAY SHOW	30	6.4	217.6	\$700.00	09/22-09/26 09/29-10/03 10/06-10/10 10/13-10/17 10/20-10/24 10/27-10/31	4 4 5 6 7 8	4 4 5 6 7 8	\$23,800.00
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8	M	7A-9A	TODAY SHOW	30	6.4	6.4	\$700.00	11/03-11/03	1	1	\$700.00
9	M-F	12P-1P	22 NEWS AT NOON	30	3.9	117.0	\$300.00	09/22-09/26 09/29-10/03 10/06-10/10 10/13-10/17 10/20-10/24 10/27-10/31	5 5 5 5 5 5	5 5 5 5 5 5	\$9,000.00

10	M	12P-1P	22 NEWS AT NOON	30	3.9	3.9	\$300.00	11/03-11/03	1	1	\$300.00
11	M-F	5P-530P	22 NEWS AT 5PM	30	10.7	321.0	\$600.00	09/22-09/26 09/29-10/03 10/06-10/10 10/13-10/17 10/20-10/24 10/27-10/31	5 5 5 5 5 5	5 5 5 5 5 5	\$18,000.00

12	M	5P-530P	22 NEWS AT 5PM	30	10.7	10.7	\$600.00	11/03-11/03	1	1	\$600.00
13	M-F	530P-7P	22 NEWS/NBC NEWS	30	13.4	402.0	\$700.00	09/22-09/26 09/29-10/03 10/06-10/10 10/13-10/17 10/20-10/24 10/27-10/31	5 5 5 5 5 5	5 5 5 5 5 5	\$21,000.00

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Salesperson Phone# 323-966-5176
Salesperson Fax# 323-658-6443

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14	M	530P-7P	22 NEWS/NBC NEWS	30	13.4	13.4	\$700.00	11/03-11/03	1	1	\$700.00
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15	M-F	7P-8P	WHEEL OF FORTUNE/JEOPARDY	30	10.6	318.0	\$600.00	09/22-09/26 09/29-10/03 10/06-10/10 10/13-10/17 10/20-10/24 10/27-10/31	5 5 5 5 5 5	5	\$18,000.00
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16	M	7P-8P	WHEEL OF FORTUNE/JEOPARDY	30	10.6	10.6	\$600.00	11/03-11/03	1	1	\$600.00
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17	M-Su	11P-1135P	22 NEWS AT 11P	30	5.9	247.8	\$700.00	09/22-09/28 09/29-10/05 10/06-10/12 10/13-10/19 10/20-10/26 10/27-11/02	7 7 7 7 7 7	7	\$29,400.00
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18	M	11P-1135P	22 NEWS AT 11P	30	5.9	5.9	\$700.00	11/03-11/03	1	1	\$700.00
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19	Sa	6A-7A	22 NEWS SATURDAY HOUR	30	2.8	16.8	\$325.00	09/27-09/27 10/04-10/04 10/11-10/11 10/18-10/18 10/25-10/25 11/01-11/01	1 1 1 1 1 1	1	\$1,950.00
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20	Sa	7A-9A	SATURDAY TODAY	30	5.3	31.8	\$500.00	09/27-09/27 10/04-10/04 10/11-10/11 10/18-10/18 10/25-10/25 11/01-11/01	1 1 1 1 1 1	1	\$3,000.00
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Salesperson Fax# 323-658-6443

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ week	Total Spots	Total Cost
21	Sa-Su	9A-10A	22 NEWS WEEKEND MORNING	30	3.8	22.8	\$375.00	09/27-09/28 10/04-10/05 10/11-10/12 10/18-10/19 10/25-10/26 11/01-11/02	1 1 1 1 1 1	1 1 1 1 1 1	\$2,250.00
22	Sa	6P-7P	22 NEWS/NBC NEWS	30	10.7	64.2	\$500.00	09/27-09/27 10/04-10/04 10/11-10/11 10/18-10/18 10/25-10/25 11/01-11/01	1 1 1 1 1 1	1 1 1 1 1 1	\$3,000.00
23	Su	7A-8A	22 NEWS AT 7AM SUNDAY	30	4.8	28.8	\$400.00	09/28-09/28 10/05-10/05 10/12-10/12 10/19-10/19 10/26-10/26 11/02-11/02	1 1 1 1 1 1	1 1 1 1 1 1	\$2,400.00
24	Su	8A-9A	SUNDAY TODAY	30	5.4	32.4	\$500.00	09/28-09/28 10/05-10/05 10/12-10/12 10/19-10/19 10/26-10/26 11/02-11/02	1 1 1 1 1 1	1 1 1 1 1 1	\$3,000.00
25	Su	11A-12P	MEET THE PRESS	30	1.6	9.6	\$675.00	09/28-09/28 10/05-10/05 10/12-10/12 10/19-10/19 10/26-10/26 11/02-11/02	1 1 1 1 1 1	1 1 1 1 1 1	\$4,050.00

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Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
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26	Su	6P-7P	22 NEWS/NBC NEWS	30	16.6	99.6	\$500.00	09/28-09/28	1	1	\$3,000.00
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								10/05-10/05	1	1	
								10/12-10/12	1	1	
								10/19-10/19	1	1	
								10/26-10/26	1	1	
								11/02-11/02	1	1	

---REPORT TOTALS---

Report Totals: 329 / \$186,800.00

---SALES MONTHLY TOTALS---

	Sep2014:	49 / \$27,775.00	Oct2014:	213 / \$120,850.00	Nov2014:	67 / \$38,175.00
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Order Totals: 329 / \$186,800.00 Total GRPs: 2308.1

---COMPETITIVE---

Market Totals	\$296,507.94	CABL .00%	EGGB 3.00%	WGGB 29.00%	WSHM 5.00%	WWLP 63.00%
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Books [ENOV14, EST14, PNOV14, MAY14, NOV13]
Demos RA35+P, RHOMES

--- CREDIT RISK ---

STANDARD CREDIT TERMS

ORDER



WWLP

Orders

Order / Rev: 479050
Alt Order #: 09363233
Product Desc: EST#1575 BOTTLE BILL
Estimate: 1575
Flight Dates: 08/25/14 - 11/04/14
Original Date / Rev: 08/18/14 / 08/18/14
Order Type: REG

Primary AE: Katz Los Angeles
Sales Office: P-LA
Sales Region: Nat

Agency

Name: Sadler Strategic Media Inc
Buying Contact:
Billing Contact:
 12103 Viewcrest Road
 Studio City, CA 91604

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

Advertiser

Name: POL/No on Question 2 MA
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/01/14	09/28/14	49	\$27,775.00	\$23,608.75
09/29/14	10/26/14	213	\$120,850.00	\$102,722.50
10/27/14	11/03/14	67	\$38,175.00	\$32,448.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2014	49	\$27,775.00	\$23,608.75	0.00
October 2014	213	\$120,850.00	\$102,722.50	0.00
November 2014	67	\$38,175.00	\$32,448.75	0.00
Totals	329	\$186,800.00	\$158,780.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Los Angeles			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WWLP	63%	\$186,800.00
Market	100%	\$296,507.94

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
EGGB	3%	\$8,895.24
UNKWN	0%	\$0.00
WFXQ	0%	\$0.00
WGGB	29%	\$85,987.30
WSHM	5%	\$14,825.40

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WWLP	09/22/14	10/31/14	M-F 5-530a	CM	5-530a	MTWTF--	:30	3	\$400.00	P1	0.00	NM	24	\$9,600.00

22 News @5am
 COMMENTS APPLY TO SUB LINES A THRU C
 22 NEWS 5-6AM

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/22/14	09/28/14	MTWTF--	3	\$400.00	0.00
Week: 09/29/14	10/05/14	MTWTF--	3	\$400.00	0.00
Week: 10/06/14	10/12/14	MTWTF--	4	\$400.00	0.00
Week: 10/13/14	10/19/14	MTWTF--	4	\$400.00	0.00
Week: 10/20/14	10/26/14	MTWTF--	5	\$400.00	0.00
Week: 10/27/14	11/02/14	MTWTF--	5	\$400.00	0.00

Order / Rev: 479050
 Alt Order #: 09363233
 Flight Dates: 08/25/14 - 11/04/14

Advertiser: POL/No on Question 2 MA
 Product Desc: EST#1575 BOTTLE BILL
 Estimate: 1575

WWLP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WWLP	11/03/14	11/03/14	M-F 5-530a 22 News @5am	CM	5-530a	M-----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
22 NEWS 5-6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/03/14	11/09/14	M-----					1	\$400.00		0.00			
E 3	WWLP	09/22/14	10/31/14	M-F 530-6a 22 News 530am	CM	530-6a	MTWTF--	:30	3	\$500.00	P1	0.00	NM	24	\$12,000.00
COMMENTS APPLY TO SUB LINES A THRU C 22 NEWS 530-6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	MTWTF--					3	\$500.00		0.00			
Week:		09/29/14	10/05/14	MTWTF--					3	\$500.00		0.00			
Week:		10/06/14	10/12/14	MTWTF--					4	\$500.00		0.00			
Week:		10/13/14	10/19/14	MTWTF--					4	\$500.00		0.00			
Week:		10/20/14	10/26/14	MTWTF--					5	\$500.00		0.00			
Week:		10/27/14	11/02/14	MTWTF--					5	\$500.00		0.00			
E 4	WWLP	11/03/14	11/03/14	M-F 530-6a 22 News 530am	CM	530-6a	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
22 NEWS 530-6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/03/14	11/09/14	M-----					1	\$500.00		0.00			
E 5	WWLP	09/22/14	10/31/14	M-F 6-7a 22 News @ 6am	CM	6-7am	MTWTF--	:30	4	\$650.00	P1	0.00	NM	28	\$18,200.00
COMMENTS APPLY TO SUB LINES A THRU B 22 NEWS AT 6-7AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	MTWTF--					4	\$650.00		0.00			
Week:		09/29/14	10/05/14	MTWTF--					4	\$650.00		0.00			
Week:		10/06/14	10/12/14	MTWTF--					5	\$650.00		0.00			
Week:		10/13/14	10/19/14	MTWTF--					5	\$650.00		0.00			
Week:		10/20/14	10/26/14	MTWTF--					5	\$650.00		0.00			
Week:		10/27/14	11/02/14	MTWTF--					5	\$650.00		0.00			
E 6	WWLP	11/03/14	11/03/14	M-F 6-7a 22 News @ 6am	CM	6-7am	M-----	:30	1	\$650.00	P1	0.00	NM	1	\$650.00
22 NEWS AT 6-7AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/03/14	11/09/14	M-----					1	\$650.00		0.00			
E 7	WWLP	09/22/14	10/31/14	Today Show M-F Today Show	CM	7-9a	MTWTF--	:30	4	\$700.00	P1	0.00	NM	34	\$23,800.00
COMMENTS APPLY TO SUB LINES A THRU E TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	MTWTF--					4	\$700.00		0.00			
Week:		09/29/14	10/05/14	MTWTF--					4	\$700.00		0.00			
Week:		10/06/14	10/12/14	MTWTF--					5	\$700.00		0.00			
Week:		10/13/14	10/19/14	MTWTF--					6	\$700.00		0.00			
Week:		10/20/14	10/26/14	MTWTF--					7	\$700.00		0.00			
Week:		10/27/14	11/02/14	MTWTF--					8	\$700.00		0.00			
E 8	WWLP	11/03/14	11/03/14	Today Show M-F Today Show	CM	7-9a	M-----	:30	1	\$700.00	P1	0.00	NM	1	\$700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/03/14	11/09/14	M-----					1	\$700.00		0.00			
E 9	WWLP	09/22/14	10/31/14	M-F 12-1p 22 News @ Noon	CM	12-1p	MTWTF--	:30	5	\$300.00	P1	0.00	NM	30	\$9,000.00
22 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	MTWTF--					5	\$300.00		0.00			
Week:		09/29/14	10/05/14	MTWTF--					5	\$300.00		0.00			
Week:		10/06/14	10/12/14	MTWTF--					5	\$300.00		0.00			
Week:		10/13/14	10/19/14	MTWTF--					5	\$300.00		0.00			
Week:		10/20/14	10/26/14	MTWTF--					5	\$300.00		0.00			
Week:		10/27/14	11/02/14	MTWTF--					5	\$300.00		0.00			

Order / Rev: 479050
 Alt Order #: 09363233
 Flight Dates: 08/25/14 - 11/04/14

Advertiser: POL/No on Question 2 MA
 Product Desc: EST#1575 BOTTLE BILL
 Estimate: 1575

WWLP

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E 18	WWLP	11/03/14	11/03/14	LN M-F News 22 @ 11 M-F only	CM	11-1135p	M-----	:30	1	\$700.00	P1	0.00	NM	1	\$700.00
22 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/03/14	11/09/14	M-----					1	\$700.00		0.00			
E 19	WWLP	09/27/14	11/01/14	Sa 6-7a 22 News @ 6am	CM	6-7a	-----S-	:30	1	\$325.00	P1	0.00	NM	6	\$1,950.00
22 NEWS SATURDAY HOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	-----S-					1	\$325.00		0.00			
Week:		09/29/14	10/05/14	-----S-					1	\$325.00		0.00			
Week:		10/06/14	10/12/14	-----S-					1	\$325.00		0.00			
Week:		10/13/14	10/19/14	-----S-					1	\$325.00		0.00			
Week:		10/20/14	10/26/14	-----S-					1	\$325.00		0.00			
Week:		10/27/14	11/02/14	-----S-					1	\$325.00		0.00			
E 20	WWLP	09/27/14	11/01/14	Today Show Sa Today Show Sat	CM	7-9a	-----S-	:30	1	\$500.00	P1	0.00	NM	6	\$3,000.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	-----S-					1	\$500.00		0.00			
Week:		09/29/14	10/05/14	-----S-					1	\$500.00		0.00			
Week:		10/06/14	10/12/14	-----S-					1	\$500.00		0.00			
Week:		10/13/14	10/19/14	-----S-					1	\$500.00		0.00			
Week:		10/20/14	10/26/14	-----S-					1	\$500.00		0.00			
Week:		10/27/14	11/02/14	-----S-					1	\$500.00		0.00			
E 21	WWLP	09/27/14	11/02/14	Sa-Su 9-10a News 22 Weekend	CM	9-10a	-----SS	:30	1	\$375.00	P1	0.00	NM	6	\$2,250.00
22 NEWS WEEKEND MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	-----SS					1	\$375.00		0.00			
Week:		09/29/14	10/05/14	-----SS					1	\$375.00		0.00			
Week:		10/06/14	10/12/14	-----SS					1	\$375.00		0.00			
Week:		10/13/14	10/19/14	-----SS					1	\$375.00		0.00			
Week:		10/20/14	10/26/14	-----SS					1	\$375.00		0.00			
Week:		10/27/14	11/02/14	-----SS					1	\$375.00		0.00			
E 22	WWLP	09/27/14	11/01/14	EN (Sa-Su) 22 News Weekend @ 6p	CM	6-7p	-----S-	:30	1	\$500.00	P1	0.00	NM	6	\$3,000.00
22 NEWS/NBC NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	-----S-					1	\$500.00		0.00			
Week:		09/29/14	10/05/14	-----S-					1	\$500.00		0.00			
Week:		10/06/14	10/12/14	-----S-					1	\$500.00		0.00			
Week:		10/13/14	10/19/14	-----S-					1	\$500.00		0.00			
Week:		10/20/14	10/26/14	-----S-					1	\$500.00		0.00			
Week:		10/27/14	11/02/14	-----S-					1	\$500.00		0.00			
E 23	WWLP	09/28/14	11/02/14	Su 7-8a 22 News @ 7am	CM	7-8a	-----S	:30	1	\$400.00	P1	0.00	NM	6	\$2,400.00
22 NEWS AT 7AM SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	-----S					1	\$400.00		0.00			
Week:		09/29/14	10/05/14	-----S					1	\$400.00		0.00			
Week:		10/06/14	10/12/14	-----S					1	\$400.00		0.00			
Week:		10/13/14	10/19/14	-----S					1	\$400.00		0.00			
Week:		10/20/14	10/26/14	-----S					1	\$400.00		0.00			
Week:		10/27/14	11/02/14	-----S					1	\$400.00		0.00			
E 24	WWLP	09/28/14	11/02/14	Today Show Su Today Show Su	CM	8-9a	-----S	:30	1	\$500.00	P1	0.00	NM	6	\$3,000.00
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	-----S					1	\$500.00		0.00			
Week:		09/29/14	10/05/14	-----S					1	\$500.00		0.00			
Week:		10/06/14	10/12/14	-----S					1	\$500.00		0.00			
Week:		10/13/14	10/19/14	-----S					1	\$500.00		0.00			
Week:		10/20/14	10/26/14	-----S					1	\$500.00		0.00			

Order / Rev: 479050
 Alt Order #: 09363233
 Flight Dates: 08/25/14 - 11/04/14

Advertiser: POL/No on Question 2 MA
 Product Desc: EST#1575 BOTTLE BILL
 Estimate: 1575

WWLP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	WWLP	09/28/14	11/02/14	Today Show Su Today Show Su	CM	8-9a	-----S	:30	1	\$500.00	P1	0.00	NM	6	\$3,000.00
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/27/14	11/02/14	-----S		1				\$500.00		0.00			
E 25	WWLP	09/28/14	11/02/14	Meet the Press Meet the Press	CM	11a-12p	-----S	:30	1	\$675.00	P1	0.00	NM	6	\$4,050.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	-----S		1				\$675.00		0.00			
Week:		09/29/14	10/05/14	-----S		1				\$675.00		0.00			
Week:		10/06/14	10/12/14	-----S		1				\$675.00		0.00			
Week:		10/13/14	10/19/14	-----S		1				\$675.00		0.00			
Week:		10/20/14	10/26/14	-----S		1				\$675.00		0.00			
Week:		10/27/14	11/02/14	-----S		1				\$675.00		0.00			
E 26	WWLP	09/28/14	11/02/14	EN (Sa-Su) 22 News Weekend @ 6p	CM	6-7p	-----S	:30	1	\$500.00	P1	0.00	NM	6	\$3,000.00
22 NEWS/NBC NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/22/14	09/28/14	-----S		1				\$500.00		0.00			
Week:		09/29/14	10/05/14	-----S		1				\$500.00		0.00			
Week:		10/06/14	10/12/14	-----S		1				\$500.00		0.00			
Week:		10/13/14	10/19/14	-----S		1				\$500.00		0.00			
Week:		10/20/14	10/26/14	-----S		1				\$500.00		0.00			
Week:		10/27/14	11/02/14	-----S		1				\$500.00		0.00			
Totals														329	\$186,800.00

NAB Form PB-18 Issues

**AGREEMENT FORM FOR
NON-CANDIDATE/ISSUE ADVERTISEMENTS**

Station and Location: <i>WWLP - Springfield, MA</i>	Date: <i>8/15/14</i>
---	--------------------------------

I, *Shaei Sadler, Sadler STRATEGIC MEDIA, INC.*
do hereby request station time concerning the following issue:

<i>NO on Question 2 MA</i>

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		<i>See order</i>			

This broadcast time will be used by: _____

NAB Form PB-18 Issues

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

See Letter of Authorization

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

NAB Form PB-18 Issues

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

*NO ON QUESTION 2: STOP FORCED DEPOSITS
PO BOX 290786, CHARLESTOWN, MA 02129-0124*

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

See Letter of Authorization

NAB Form PB-18 Issues

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

5/23/14 *[Signature]* 818-506-5443
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
[Signature] LOWELL McLANE Dir of Sales
Signature Printed Name Title

NAB Form PB-18 Issues

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>See schedule/orders</i>					

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 time the rate for spots "communicating a political matter of national importance" air, 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 and rates for specific spots aired. 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.

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LETTER OF AUTHORIZATION

No on Question 2: Stop Forced Deposits
PO Box 290786
Charlestown, MA 02129-0124

July 9, 2014

Sheri Sadler
Sadler Strategic Media, Inc.
12103 Viewcrest Road
Studio City, CA 91604

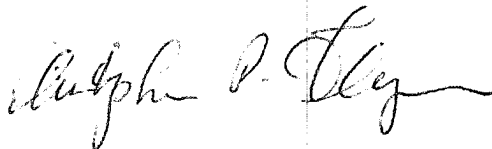
Dear Ms. Sadler:

Please accept this letter as authorization to represent *No on Question 2: Stop Forced Deposits*. Our official information is as follows:

Name No on Question 2: Stop Forced Deposits
Address PO Box 290786, Charlestown, MA 02129-0124
Phone (617) 886-5186
Fax (617) 904-1906
Name of Chairman Chris Flynn
Name of Treasurer Steve Boksanski
Massachusetts CPF ID: 95404

If the purchaser is not an individual, list the chief executive officers or members of the executive committee or of the board of directors of the entity or entities that is/are paying for the advertising (use additional pages if necessary):

Name <u>Chris Flynn</u>	Title <u>Chairman</u>
Name <u>Steve Boksanski</u>	Title <u>Treasurer</u>
Name _____	Title _____
Name _____	Title _____



Christopher Flynn
Chairman, No on Question 2: Stop Forced Deposits