



# CONTRACT



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

kobi5.com

And:

**Smart Media Group**  
 1427 Leslie Ave.  
 Alexandria, VA 22301

<b>Contract / Revision</b> 3872 /		<b>Alt Order #</b> 06995763
<b>Product</b> GREG WALDEN		
<b>Contract Dates</b> 10/14/14 - 10/20/14		<b>Estimate #</b> 6995763 C14C20
<b>Advertiser</b> Walden for Congress		<b>Original Date / Revision</b> 08/28/14 / 08/28/14
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KOB	<b>Account Executive</b> Kate (Phi adelphia) B	<b>Sales Office</b> Petry-Philade ph
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	All	10/14/14	10/15/14	Today Show I	6:58 AM-9:00 AM		:30			NM	2	\$90.00
		<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	-11----				2	\$45.00			
N 2	All	10/18/14	10/18/14	Today Show Sa	6:00 AM-8:00 AM		:30			NM	1	\$15.00
		<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	-----1-				1	\$15.00			
N 3	All	10/18/14	10/18/14	NBC5 News @ 6p Sa	6:00 PM-6:30 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	-----1-				1	\$25.00			
N 4	All	10/14/14	10/17/14	Tonight Show: Fallon	11 35 PM-12:35 XM		:30			NM	8	\$320.00
		<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	-2222--				8	\$40.00			
N 5	All	10/20/14	10/20/14	Tonight Show: Fallon	11 35 PM-12:35 XM		:30			NM	2	\$80.00
		<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	2-----				2	\$40.00			
N 6	All	10/18/14	10/18/14	Saturday Night Live	11:30 PM-1:02 XM		:30			NM	2	\$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	-----2-				2	\$75.00			
N 7	All	10/14/14	10/16/14	Late 11p News M-F	11 00 PM-11:35 PM		:30			NM	2	\$100.00
		<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	-1-1---				2	\$50.00			
N 8	All	10/15/14	10/17/14	Late 11p News M-F	11 00 PM-11:35 PM		:30			NM	4	\$200.00
		<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	--2-2--				4	\$50.00			
N 9	All	10/20/14	10/20/14	Late 11p News M-F	11 00 PM-11:35 PM		:30			NM	1	\$50.00
		<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	1-----				1	\$50.00			
N 10	All	10/18/14	10/18/14	Late 11p News Sa	11 00 PM-11:35 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	-----1-				1	\$25.00			
N 11	All	10/19/14	10/19/14	Late 11p News Su	11 00 PM-11:35 PM		:30			NM	1	\$20.00
		<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	-----1				1	\$20.00			
N 12	All	10/20/14	10/20/14	Mon Prime Other	8:00 PM-10:00 PM		:30			NM	1	\$400.00

(\* 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

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<u>Contract / Revision</u>	<u>Alt Order #</u>
3872 /	06995763

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/14/14 - 10/20/14	GREG WALDEN	6995763 C14C20

<u>Advertiser</u>	<u>Original Date / Revision</u>
Walden for Congress	08/28/14 / 08/28/14

*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:		10/20/14	10/26/14	1-----				1	\$400.00			
N 13	All	10/14/14	10/14/14	The Voice	8:00 PM-9:00 PM		:30			NM	1	\$450.00
		<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	-1-----				1	\$450.00			
N 14	All	10/17/14	10/17/14	Fri Prime Hr 1	8:00 PM-9:00 PM		:30			NM	1	\$200.00
		<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	----1--				1	\$200.00			
<b>Totals</b>											28	\$2,125.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/29/14 - 10/20/14	28	\$2,125.00	(\$318.75)	\$1,806.25
<b>Totals</b>	28	\$2,125.00	(\$318.75)	\$1,806.25

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

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ORDER WORKSHEET

Rep Order# 6995763 Ver# 1 Status New  
 EC'd No

Traffic Order# 1137  
 Last Received: 08/07/14 9:58 AM  
 Showing Buylines:

Printed: 08/19/14 2:51 PM Duplicate 1 of 3  
 All Lines

Station KOB-TV MEDFORD, OR.  
 Advertiser (X452) WALDEN 4 CONGRESS  
 Product GREG WALDEN  
 Estimate# C14C20  
 Buyer NANCY RUBIN

Agency (SMMG) SMART MEDIA GROUP  
 ALEXANDRIA, VA  
 Agency C/P1/P2/E /C14C20  
 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

--- CONTRACT COMMENT ---

GREG WALDEN FOR CONGRESS

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER \*\*GREG WALDEN FOR CONGRESS\*\* TOTAL = \$2125 PLS. CONF. ASAP THANKS THERESA

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	Tu-W	658A-9A	BUY COMMENT: TODAY SHOW	30	-	-	\$45.00	10/14-10/15	2	1	2	\$90.00
2	Sa	6A-8A	BUY COMMENT: SAT TODAY	30	-	-	\$15.00	10/18-10/18	1	1	1	\$15.00
3	Sa	6P-630P	BUY COMMENT: NEWS	30	-	-	\$25.00	10/18-10/18	1	1	1	\$25.00
4	Tu-F	1135P-1235A	BUY COMMENT: TONIGHT SHOW	30	-	-	\$40.00	10/14-10/17	8	1	8	\$320.00
5	M	1135P-1235A	BUY COMMENT: TONIGHT SHOW	30	-	-	\$40.00	10/20-10/20	2	1	2	\$80.00
6	Sa	1130P-102A	BUY COMMENT: SNL	30	-	-	\$75.00	10/18-10/18	2	1	2	\$150.00
7	Tu, Th	11P-1135P	BUY COMMENT: NEWS	30	-	-	\$50.00	10/14-10/16	2	1	2	\$100.00
8	W, F	11P-1135P	BUY COMMENT: NEWS	30	-	-	\$50.00	10/15-10/17	4	1	4	\$200.00

**ORDER WORKSHEET**

Rep Order# 6995763 Ver# 1 Status New  
 EC'd No

Traffic Order#

Printed: 08/19/14 2:51 PM  
 Last Received: 08/07/14 9:58 AM  
 Showing Buylines: All Lines

Duplicate 2 of 3

Station KOB-TV MEDFORD, OR.  
 Advertiser (X452) WALDEN 4 CONGRESS  
 Product GREG WALDEN  
 Estimate# C14C20  
 Buyer NANCY RUBIN

Agency (SMMG) SMART MEDIA GROUP  
 814 KING STREET - SUITE 200  
 ALEXANDRIA, VA 22314  
 Agency C/P1/P2/E /C14C20  
 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
9	M	11P-1135P	NEWS	30	-	-	\$50.00	10/20-10/20	1	1	1	\$50.00
			Buy Comment: NEWS									
10	Sa	11P-1135P	NEWS	30	-	-	\$25.00	10/18-10/18	1	1	1	\$25.00
			Buy Comment: NEWS									
11	Su	11P-1135P	NEWS	30	-	-	\$20.00	10/19-10/19	1	1	1	\$20.00
			Buy Comment: NEWS									
12	M	8P-10P	THE VOICE	30	-	-	\$400.00	10/20-10/20	1	1	1	\$400.00
			Buy Comment: THE VOICE									
13	Tu	8P-9P	THE VOICE	30	-	-	\$450.00	10/14-10/14	1	1	1	\$450.00
			Buy Comment: THE VOICE									
14	F	8P-9P	DATELINE	30	-	-	\$200.00	10/17-10/17	1	1	1	\$200.00
			Buy Comment: DATELINE									

**---REPORT TOTALS---**

Report Totals: 28 / \$2,125.00

**---SALES MONTHLY TOTALS---**

Oct2014: 28 / \$2,125.00

Order Totals: 28 / \$2,125.00 Total GRPs: 0.0

**---COMPETITIVE---**

Market Totals	\$2,125.00	CATV .00%	KDRV .00%	KMPD .00%	KMVU .00%	KOBI 100.00%
		KOTI .00%	KTVL .00%			

**---COMPETITIVE COMMENTS---**

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

ORDER WORKSHEET

Rep Order# 6995763 Ver# 1 Status New Traffic Order# Printed: 08/19/14 2:51 PM Duplicate 3 of 3  
EC'd No Last Received: 08/07/14 9:58 AM  
Showing Buylines: All Lines

Station KOB-TV MEDFORD, OR.  
Advertiser (X452) WALDEN 4 CONGRESS  
Product GREG WALDEN  
Estimate# C14C20  
Buyer NANCY RUBIN  
Agency (SMMG) SMART MEDIA GROUP  
814 KING STREET - SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E /C14C20  
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

Books [null]  
Demos RA35+P

--- CREDIT RISK ---  
CASH IN ADVANCE