

New # 26067



KATZ TELEVISION  
GROUP

125 West 55th St  
New York, NY 10019

<b>Contract #</b> 26225187	<b>Changes as of:</b> 10/19/2018 at 7:20 AM	<b>Version:</b> Highlighting Revisions
<b>CPE:</b> 336/423/5991	<b>Flight:</b> 10/31/18 - 11/6/18	<b>Station:</b> KOB
<b>Agency:</b> STRATEGIC MEDIA SERVICES	<b>Advertiser:</b> BUEHLER, KNUTE	<b>Market:</b> Medford-Ashland
1911 NORTH FT MYER DRIVE	<b>Product:</b> Candidate	<b>Office:</b> PHILADELPHIA
SUITE 400	<b>Agency Order #:</b> 7863873	<b>Service:</b> Nielsen
ARLINGTON, VA 20009	<b>Buyer:</b> Osborne, TJ	<b>Primary Demo:</b> Adults 35+
	<b>Salesperson:</b> SHEPARD RITZEN 215-567-7950	<b>Assistant:</b> SHEPARD RITZEN 215-567-7950
	<b>Separation:</b>	
	<b>Comments:</b> raise rates & cut back to balance	
	<b>Total Spots:</b> 23	
	<b>Total CPP:</b> \$0.00	
	<b>Total GRP:</b>	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/31 - 11/6								Total Spots	Total \$	GRP*	CPP*	GRP*
							10/31	11/1	11/2	11/3	11/4	11/5	11/6						
1	W-F, M-Tu 6a-7a		NBC5 NWS@SUNRS	\$30.00	0	30	1	0	1	0	0	0	1		3	\$90.00	\$0.00	0.0	
Target 200268 Index: 116, Nielsen: 0 Changes: Rate from 35 to 30																			
2	W-F, M-Tu 7a-9a		TODAY SHW<	\$101.00	0	30	0	1	0	0	0	1	0		2	\$202.00	\$0.00	0.0	
Target 200268 Index: 127, Nielsen: 0 Changes: Rate from 55 to 101																			
REV- 3	W-F, M-Tu 9a-10a		M KLLY TDY-NBC<	\$38.00	0	30	1	0	1	0	0	0	1		2	\$76.00	\$0.00	0.0	
Target 200268 Index: 129, Nielsen: 0 Changes: Rate from 40 to 38																			
REV- 4	W-F, M-Tu 10a-11a		TD-KL&HODA-NBC<	\$23.00	0	30	1	0	1	0	0	0	1		2	\$46.00	\$0.00	0.0	
Target 200268 Index: 121, Nielsen: 0 Changes: Rate from 15 to 23																			
5	W-F, M-Tu 4p-5p		DR, OZ	\$30.00	0	30	0	0	0	0	0	1	0		1	\$30.00	\$0.00	0.0	
Target 200268 Index: 117, Nielsen: 0 Changes: Rate from 45 to 30																			
REV- 6	W-F, M-Tu 6p-6:30p		NBC5 NWS @6PM	\$173.00	0	30	1	0	1	1	0	0	1	0	2	\$346.00	\$0.00	0.0	
Target 200268 Index: 128, Nielsen: 0 Changes: Rate from 100 to 173																			
7	W-F, M-Tu 6:30p-7p		NBC5 NWS @6PM	\$173.00	0	30	0	1	0	0	0	0	0		1	\$173.00	\$0.00	0.0	
Target 200268 Index: 124, Nielsen: 0 Changes: Rate from 100 to 173																			
8	W-F, M-Tu 7:30p-8p		ACCESS	\$80.00	0	30	1	1	0	0	0	1	0		3	\$240.00	\$0.00	0.0	
Target 200268 Index: 119, Nielsen: 0 Changes: Rate from 50 to 80																			
9	W-F, M-Tu 11p-11:35p		NBC5 NWS @11PM<	\$75.00	0	30	1	1	1	1	0	0	1	0	4	\$300.00	\$0.00	0.0	
Target 200268 Index: 121, Nielsen: 0																			
10	W-F, M-Tu 11:35p-12:35a		TONITE SHW-NBC<	\$45.00	0	30	0	0	0	0	0	1	0		1	\$45.00	\$0.00	0.0	
Target 200268 Index: 123, Nielsen: 0 Changes: Rate from 30 to 45																			
REV- 11	W-F, M-Tu 12:35a-1:37a		S. MEYERS-NBC<	\$20.00	0	30	1	0	1	0	0	0	1	0	1	\$20.00	\$0.00	0.0	
Target 200268 Index: 124, Nielsen: 0 Changes: Rate from 12 to 20																			



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**KATZ TELEVISION**  
GROUP

**Contract #** 26225187 **Changes as of:** 10/19/2018 at 7:20 AM **Version:** Highlighting Revision 1  
**CPE:** 336/423/5991 **Flight:** 10/31/18 - 11/6/18 **Station:** KOB  
**Agency:** STRATEGIC MEDIA SERVICES **Advertiser:** BUEHLER, KNUTE **Market:** Medford-Ashland  
**Product:** Candidate **Office:** PHILADELPHIA **Total Spots:** 23  
**Agency Order #:** 7863873 **Service:** Nielsen **Total CPP:** \$0.00  
**Buyer:** Osborne, TJ **Primary Demo:** Adults 35+ **Total GRP:**  
**Salesperson:** SHEPARD RITZEN **Assistant:** SHEPARD RITZEN  
**Separation:** 215-567-7950

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/31 - 11/6							Total Spots	Total \$	CPP*	GRP*
							10/31	11/1	11/2	11/3	11/4	11/5	11/6				
REV-12	10p-11p		DATELINE FR-NBC	\$225.00	0	30	0	0	1	0	0	0	0	0	\$0.00	\$0.00	0.0
Target 200268 Index: 123. Nielsen: 0 Changes: Rate from 150 to 225																	
13	11:30p-1a		SAT NITE LIVE	\$98.00	0	30	0	0	0	1	0	0	0	1	\$98.00	\$0.00	0.0
Target 200268 Index: 137. Nielsen: 0 Changes: Rate from 75 to 98																	
<b>TOTALS:</b>							5	5	4	1	0	5	3	23	\$1,666.00	\$0.00	0.0



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## KATZ TELEVISION GROUP

**Contract #** 26225187 **Changes as of:** 10/19/2018 at 7:20 AM **Version:** Highlighting Revision 1  
**CPE:** 336/423/5991 **Flight:** 10/31/18 - 11/6/18 **Station:** KOB  
**Agency:** STRATEGIC MEDIA **Advertiser:** BUEHLER, KNUTE **Market:** Medford-Ashland  
SERVICES  
1911 NORTH FT MYER **Product:** Candidate **Office:** PHILADELPHIA  
DRIVE **Agency Order #:** 7863873 **Service:** Nielsen  
SUITE 400 **Buyer:** Osborne, TJ **Primary Demo:** Adults 35+  
ARLINGTON, VA 20009 **Salesperson:** SHEPARD RITZEN **Assistant:** SHEPARD RITZEN  
215-567-7950  
**Separation:**

**Con Type:** POLITICAL/VOTE  
**Total \$:** \$1,666.00  
**Total Spots:** 23  
**Total CPP:** \$0.00  
**Total GRP:**

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/19/18 7:20 AM	SHEPARD RITZEN	raise rates & cut back to balance
10/19/18 7:20 AM	SHEPARD RITZEN	raise rates & cut back to balance

Competitive Information	
Market Budget:	\$8,330
KOB Share:	20%
Comment:	est share
Unknown:	80%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
Total	100%	23	\$1,666.00	0.0

Monthly Summary		
Month	Spots	Dollars
2018-Nov	23	\$1,666.00
Total	23	\$1,666.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	10/19/18 9:55 AM					\$0
Revision	10/19/18 7:20 AM	SHEPARD RITZEN	Revised		7	\$0
New	10/17/18 3:13 PM	SHEPARD RITZEN	New	30		\$1,666.00
						\$1,666.00

Changes: Origuser Entered Dollars to \$1,666.00. User Entered \$ from \$0.00 to \$1,666.00. Demo Meta to [R16]. Total Spots from 30 to 23. Comments from Separation: 30 to raise rates & cut back to balance. 12 buylines added or modified.

Non-Discrimination Policy	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 MEDIA GROUP (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.
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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> <u>KOBI TV NBC 5</u>	<b>Date:</b>
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I, Ben Rheault,

being/on behalf of: Knute Buehler,

a legally qualified candidate of the Republican

political party for the office of: Governor

in the General

election to be held on: 11/6/18

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

Knute for Governor

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Dana Billingsley

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

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

***To Be Signed By Candidate or Authorized Committee***

12/13/17

**Date**

Benjamin Rheault

**Signature**

Digitally signed by Benjamin Rheault  
DN: cn=Benjamin Rheault, o=ou, email=brheault@strategicmediaservices.com, c=US  
Date: 2016.09.06 10:41:27 -0400

***To Be Signed By Station Representative***

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

  
**Signature**

Connie Eaton  
**Printed Name**

ASM  
**Title**



## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Ben Rheault

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does**

☒ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Benjamin Rheault

Digitally signed by Benjamin Rheault  
DN: cn=Benjamin Rheault, o, ou, email=brheault@strategicmediaservices.com, c=US  
Date: 2016.09.06 10:41:48 -04'00'

**signature of candidate or authorized committee**

Ben Rheault

**printed name**

12/13/17

**date**

## AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**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 times the spots air and the rates charged, 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 specific spots aired and the rates charged. 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.**