

CONTRACT

Ver 4



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

kobi5.com

And:

Smart Media Group
1427 Leslie Ave.
Alexandria, VA 22301

<u>Contract / Revision</u> 15178 / 1		<u>Alt Order #</u> 25321335
<u>Product</u> Walden-R-OR CD-02		
<u>Contract Dates</u> 10/18/16 - 10/24/16		<u>Estimate #</u> C18C24
<u>Advertiser</u> Walden for Congress		<u>Original Date / Revision</u> 10/18/16 / 10/18/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOB	<u>Account Executive</u> Philadelphia Katz Ea	<u>Sales Office</u> Katz-Philadelphi
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 161.50
<u>IDB#</u>	<u>Advertiser Code</u> WAL16	<u>Product Code</u> ORDR
<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	10/18/16	10/18/16	Days of our Lives L1	1:00 PM-2:00 PM		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-T-----				1	\$25.00	1.90			
E 2	All	10/19/16	10/19/16	Days of our Lives L1	1:00 PM-2:00 PM		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	--W----				1	\$25.00	1.90			
E 3	All	10/21/16	10/21/16	Days of our Lives L1	1:00 PM-2:00 PM		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----F--				1	\$25.00	1.90			
E 4	All	10/19/16	10/19/16	NBC5 News @ Sunrise L2	6:00 AM-7:00 AM		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	--W----				1	\$20.00	2.30			
E 5	All	10/21/16	10/21/16	NBC5 News @ Sunrise L2	6:00 AM-7:00 AM		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----F--				1	\$20.00	2.30			
E 6	All	10/24/16	10/24/16	NBC5 News @ Sunrise L2	6:00 AM-7:00 AM		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	M-----				1	\$20.00	2.30			
E 7	All	10/21/16	10/21/16	Today Show I L3	7:00 AM-9:00 AM		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----F--				1	\$30.00	2.70			
D 8	All	10/24/16	10/24/16	Today Show I L3	7:00 AM-9:00 AM		:30				NM	0	\$0.00
E 9	All	10/18/16	10/19/16	NBC5 News @ 5p L11	5:00 PM-5:30 PM		:30				NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-TW----				2	\$90.00	4.30			
	<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	10/17/16-10/23/16	NBC5 News @ 5p L4	5:00 PM-5:30 PM	---W-----	:30		\$55.00	4.30	NM		
			See MG 9.2,9.3										
	2	All	10/17/16-10/23/16	NBC5 News @ 5p L11	5:00 PM-5:30 PM	---W--F----	:30		\$90.00	4.30	NM		
			Ⓜ MG for 10.1,9.1										
	3	All	10/17/16-10/23/16	NBC5 News @ 5p L11	5:00 PM-5:30 PM	---W--F----	:30		\$90.00	4.30	NM		
			Ⓜ MG for 10.1,9.1										

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision		Alt Order #
15178 / 1		25321335
Contract Dates	Product	Estimate #
10/18/16 - 10/24/16	Walden-R-OR CD-02	C18C24
Advertiser		Original Date / Revision
Walden for Congress		10/18/16 / 10/18/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 10	All	10/20/16	10/21/16	NBC5 News @ 5p L11	5:00 PM-5:30 PM		: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:		10/17/16	10/23/16	---TF--				2	\$90.00	4.30			
		<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	10/17/16-10/23/16	NBC5 News @ 5p L4	5:00 PM-5:30 PM	-----F----	:30	\$55.00	4.30	NM		
		See MG 9.2,9.3											
E 11	All	10/24/16	10/24/16	NBC5 News @ 5p L11	5:00 PM-5:30 PM		: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:		10/24/16	10/30/16	M-----				1	\$90.00	4.30			
E 12	All	10/18/16	10/19/16	M-F NBC5 News @ 6p L5	6:00 PM-6:30 PM		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-TW----				2	\$50.00	3.70			
		<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>		
		2	All	10/17/16-10/23/16	M-F NBC5 News @ 6p L5	6:00 PM-6:30 PM	-TuW-----	:30	\$50.00	3.70	NM		
		See MG 12.3											
		3	All	10/24/16-10/24/16	M-F NBC5 News @ 6p L5	6:00 PM-6:30 PM	M-----	:30	\$50.00	3.70	NM		
		Ⓜ MG for 12.2 10/19											
E 13	All	10/20/16	10/20/16	M-F NBC5 News @ 6p L5	6:00 PM-6:30 PM		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	---T---				1	\$50.00	3.70			
E 14	All	10/18/16	10/18/16	Tonight Show: Fallon L6	11:35 PM-12:35 XM		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-T-----				1	\$40.00	1.40			
E 15	All	10/20/16	10/20/16	Tonight Show: Fallon L6	11:35 PM-12:35 XM		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	---T---				1	\$40.00	1.40			
E 16	All	10/24/16	10/24/16	Tonight Show: Fallon L6	11:35 PM-12:35 XM		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	M-----				1	\$40.00	1.40			
E 17	All	10/22/16	10/22/16	Saturday Night Live L7	11:35 PM-1:00 XM		:30				NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S-				1	\$55.00	1.50			
E 18	All	10/19/16	10/19/16	Late News Rotator M-Su L8	M-F11-1135p/SaSu		:30				NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	--W----				1	\$35.00	2.00			
E 19	All	10/21/16	10/21/16	Late News Rotator M-Su L8	M-F11-1135p/SaSu		:30				NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----F--				1	\$35.00	2.00			
N 20	All	10/19/16	10/19/16	Presidential Debate #3 L9	6:00 PM-8:00 PM		:30				NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	--W----				2	\$2,500.00	2.00			
E 21	All	10/23/16	10/23/16	Regular Season L10	12:00 PM-8:00 PM		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S				1	\$1,200.00	2.00			
N 22	All	10/18/16	10/20/16	Today Show I L12	7a-9a		:30				NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-TWT---				3	\$60.00	2.70			
N 23	All	10/19/16	10/21/16	Tonight Show: Fallon L14	1135p-1236a		:30				NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	--W-F--				2	\$45.00	1.40			

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<u>Contract / Revision</u> 15178 / 1		<u>Alt Order #</u> 25321335
<u>Contract Dates</u> 10/18/16 - 10/24/16		<u>Product</u> Walden-R-OR CD-02
<u>Advertiser</u> Walden for Congress		<u>Estimate #</u> C18C24
		<u>Original Date / Revision</u> 10/18/16 / 10/18/16

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*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>													
N 24	All	10/18/16	10/23/16	AgDay L15	5a-530a		:30				NM	3	\$24.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week: 10/17/16 10/23/16 --WTF-- 3 \$8.00 0.00													
N 25	All	10/19/16	10/24/16	Days of our Lives L16	1p-2p		:30				NM	6	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week: 10/17/16 10/23/16 --121-- 4 \$50.00 1.90													
Week: 10/24/16 10/30/16 2----- 2 \$50.00 1.90													
N 26	All	10/19/16	10/21/16	M-F NBC5 News @ 6p L17	6:00 PM-6:30 PM		:30				NM	3	\$225.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week: 10/17/16 10/23/16 ---TF-- 3 \$75.00 3.70													
N 27	All	10/24/16	10/24/16	M-F NBC5 News @ 6p L17	6:00 PM-6:30 PM		:30				NM	1	\$75.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week: 10/24/16 10/30/16 M----- 1 \$75.00 2.00													
N 28	All	10/23/16	10/23/16	Mattter of Fact L19	9p-930p		:30				NM	1	\$25.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week: 10/17/16 10/23/16 -----S 1 \$25.00 0.00													
N 29	All	10/18/16	10/24/16	Late 11p News M-F L18	11p-1135p		:30				NM	7	\$420.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week: 10/17/16 10/23/16 -TWTF-- 5 \$60.00 2.00													
Week: 10/24/16 10/30/16 M----- 2 \$60.00 2.00													
N 30	All	10/19/16	10/24/16	Today Show I L20	7a-9a		:30				NM	9	\$540.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week: 10/17/16 10/23/16 --232-- 7 \$60.00 2.70													
Week: 10/24/16 10/30/16 2----- 2 \$60.00 2.70													
N 31	All	10/19/16	10/24/16	NBC5 News @ 7p L21	7-730p		:30				NM	4	\$180.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week: 10/17/16 10/23/16 --111-- 3 \$45.00 0.00													
Week: 10/24/16 10/30/16 1----- 1 \$45.00 0.00													
N 32	All	10/19/16	10/24/16	Tonight Show: Fallon L22	1135p-1236a		:30				NM	6	\$270.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week: 10/17/16 10/23/16 --212-- 5 \$45.00 1.40													
Week: 10/24/16 10/30/16 1----- 1 \$45.00 1.40													
N 33	All	10/19/16	10/24/16	Late News Rot Sa-Su L23	/SaSu 11-1130p		:30				NM	4	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week: 10/17/16 10/23/16 -----22 4 \$25.00 0.00													
Week: 10/24/16 10/30/16 ----- 0 \$45.00 1.40													
N 34	All	10/24/16	10/24/16	Mon Prime Other L24	7:58 PM-10:00 PM		:30				NM	2	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week: 10/24/16 10/30/16 M----- 2 \$600.00 0.00													
N 35	All	10/20/16	10/20/16	SuperStore L25	7:58 PM-8:30 PM		:30				NM	2	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week: 10/17/16 10/23/16 ---T--- 2 \$200.00 0.00													
N 36	All	10/20/16	10/20/16	Chicago Med L26	9p-10p		:30				NM	1	\$175.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week: 10/17/16 10/23/16 ---T--- 1 \$175.00 0.00													
N 37	All	10/20/16	10/20/16	Blacklist L27	10p-11p		:30				NM	2	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>													
Week: 10/17/16 10/23/16 ---T--- 2 \$500.00 0.00													

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15178 / 1		25321335
Contract Dates		Product
10/18/16 - 10/24/16		Walden-R-OR CD-02
Estimate #		C18C24
Advertiser		Original Date / Revision
Walden for Congress		10/18/16 / 10/18/16

*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>			
N 38	All	10/21/16	10/21/16	Caught on Camera L28	8p-9p		:30				NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----F--				2	\$175.00	0.00			
N 39	All	10/21/16	10/21/16	Dateline NBC L29	9:00 PM-11:00 PM		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	----F--				3	\$150.00	0.00			
N 40	All	10/22/16	10/22/16	Sat Prime Other L30	7:58 PM-10:00 PM		:30				NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S-				3	\$150.00	0.00			
N 41	All	10/22/16	10/22/16	Sat Prime Hr 3 L31	10p-11p		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S-				1	\$50.00	0.00			
N 42	All	10/23/16	10/23/16	NBC5 News Sun 830pm L32	830-9p		:30				NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S				1	\$70.00	0.00			
N 43	All	10/23/16	10/23/16	Dateline L33	10p-11p		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S				2	\$100.00	0.00			
N 44	All	10/19/16	10/19/16	Blindspot L34	8p-9p		: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:		10/17/16	10/23/16	--W----				1	\$400.00	0.00			
N 45	All	10/19/16	10/19/16	Wed Prime Hr 2 L35	9p-10p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	--W----				1	\$200.00	0.00			
N 46	All	10/19/16	10/19/16	Wed Prime Hr 3 L36	10p-11p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	--W----				1	\$200.00	0.00			
N 47	All	10/19/16	10/24/16	NBC5 News @ Sunrise L37	6a-7a		:30				NM	5	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	--121--				4	\$36.00	2.30			
Week:		10/24/16	10/30/16	1-----				1	\$36.00	2.30			
N 48	All	10/19/16	10/23/16	Today Show Su L38	7a-8a		:30				NM	2	\$22.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----2				2	\$11.00	0.00			
N 49	All	10/19/16	10/23/16	Today Show II L39	9a-10a		:30				NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	---11--				2	\$50.00	0.00			
N 50	All	10/24/16	10/24/16	NBC5 News @ 5p L4	5p-530p		:30				NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	M-----				1	\$55.00	4.30			
N 51	All	10/23/16	10/23/16	Meet the Press L40	8a-9a		:30				NM	1	\$142.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S				1	\$142.00	0.00			
N 52	All	10/23/16	10/23/16	NBC5 News Sun 830pm L41	830-9p		:30				NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S				1	\$80.00	0.00			
N 53	All	10/23/16	10/23/16	Small Town Big Deal L42	9p-10p		:30				NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(* 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.



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

kobi5.com

Contract / Revision		Alt Order #
15178 / 1		25321335
Contract Dates		Product
10/18/16 - 10/24/16		Walden-R-OR CD-02
		Estimate #
		C18C24
Advertiser		Original Date / Revision
Walden for Congress		10/18/16 / 10/18/16

*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>			
Week:		10/17/16	10/23/16	-----S				1	\$5.00	0.00			
Totals												108	\$15,368.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/24/16	108	\$15,368.00	(\$2,305.20)	\$13,062.80
Totals	108	\$15,368.00	(\$2,305.20)	\$13,062.80

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.



125 West 55th St
New York, NY 10019

Contract # 25321335 **Changes as of:** 10/18/2016 at 10:35 AM **Version:** Highlighting Revision 6

CPE: WAL16/ORDR/C18C24 **Flight:** 10/18/16 - 10/24/16 **Station:** KOB
Agency: Smart Media Group **Advertiser:** WALDEN, GREG **Market:** Medford-Ashland
1427 LESLIE AVE **Product:** Walden-R-OR CD-02 **Office:** PHILADELPHIA
SUITE #102 **Agency Order #:** 30049112 **Primary Demo:** Adults 35+
ALEXANDRIA, VA **Buyer:** Rubin, Nancy **Con Type:** POLITICAL/VOTE
22301 **Salesperson:** SHEPARD RITZEN **Assistant:** SHEPARD RITZEN
215-567-7950 215-567-7950

Comments: \$2727 of \$2728 moved here from C11C17. TTL was \$12641, now \$15368.
\$1 left over to reinvest with next MKGD package: noted

Total \$: \$15,368.00
Total Spots: 108
Total CPP: \$94.17
Total GRP: 163.2
Traffic #: 15178
Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/18 - 10/24										Total Spots	Total \$	CPP	GRP
							10/18	10/19	10/20	10/21	10/22	10/23	10/24							
REV+ 9	W 6p-8p		PRES DEBATES	\$2,500.00	2.0	30	0	1	2	0	0	0	0	0	0	2	\$5,000.00	\$1,250.00	4.0	
add 1x more fr prev buy																				
REV+ 40	Su 8a-9a		Meet the Press	\$142.00	0.0	30	0	0	0	0	0	0	0	1	0	1	\$142.00	\$0.00	0.0	
REV+ 41	Su 8:30p-9p		News	\$80.00	0.0	30	0	0	0	0	0	0	0	0	1	0	\$80.00	\$0.00	0.0	
REV+ 42	Su 9:30p-10p		STBD	\$5.00	0.0	30	0	0	0	0	0	0	0	0	1	0	\$5.00	\$0.00	0.0	
TOTALS:							6	20	23	7	23	7	12	17	108	\$15,368.00	\$94.17	163.2		



125 West 55th St
New York, NY 10019

KATZ TELEVISION
GROUP

Contract # 25321335 **Changes as of:** 10/18/2016 at 10:35 AM **Version:** Highlighting Revision 6

CPE: WAL16/ORDR/C18C24 **Flight:** 10/18/16 - 10/24/16 **Station:** KOBI **Total \$:** \$15,368.00

Agency: Smart Media Group **Advertiser:** WALDEN, GREG **Market:** Medford-Ashland **Total Spots:** 108

1427 LESLIE AVE **Product:** Walden-R-OR CD-02 **Office:** PHILADELPHIA **Total CPP:** \$94.17

SUITE #102 **Agency Order #:** 30049112 **Primary Demo:** Adults 35+ **Total GRP:** 163.2

ALEXANDRIA, VA **Buyer:** Rubin, Nancy **Con Type:** POLITICAL/VOTE **Traffic #:** 15178

22301 **Salesperson:** SHEPARD RITZEN **Assistant:** SHEPARD RITZEN **Separation:**

215-567-7950 215-567-7950

Special Instructions	

Order Level Comments		
Date/Time	Added by	Comment
10/18/16 10:35 AM	SHEPARD RITZEN	\$2727 of \$2728 moved here from C11C17. TTL was \$12641, now \$15368. \$1 left over to reinvest with next MKGD package: noted I don't see this one resolved:
10/17/16 4:06 PM	Donna Rodriguez	L11 (5p News) says 10/19, 10/31 N/A due to rate Ln4, mv'd them here with higher rate to keep spots in, but your paperwork still has 1 spot (\$55) on 10/24 on this line. We are still off by \$55. L17 1x 10/19 N/A due to debate, move to Mon 10/24
10/17/16 2:57 PM	SHEPARD RITZEN	Buyer added \$7097 to bring til up to 12641. Just made the buy work. All spots added & removed from 10/19-10/24.
10/17/16 11:06 AM	Donna Rodriguez	L11 (5p News) says 10/19, 10/31 N/A due to rate Ln4, mv'd them here with higher rate to keep spots in, but your paperwork still has 1 spot (\$55) on 10/24 on this line. L17 (6p News) says "1x 10/19 N/A due to debate, move to Mon 10/24", but has spot on 10/19 and not on 10/24???
10/17/16 8:48 AM	SHEPARD RITZEN	I show the total to be \$5489 (\$55 less than your total) Revised til \$5544. spots added to sked. \$1019 added.
10/14/16 10:37 AM	SHEPARD RITZEN	Used \$70 from C04C10 to bump up 2x N/A 5-530p news. Also move 1x n/a due to Wed debate ln5. 6p news to diff day: MOn 10/24
09/30/16 11:55 AM	SHEPARD RITZEN	NFL Game 10/23 @ \$1200, not \$1250 MKGD
09/29/16 12:20 PM	SHEPARD RITZEN	1x 6p News @ \$50 ea nrubin@smartmediagr.com PLEASE EMAIL ME ANY QUESTIONS OR MAKEGOODS Orders for Walden
09/29/16 12:20 PM	SHEPARD RITZEN	nrubin@smartmediagr.com PLEASE EMAIL ME ANY QUESTIONS OR MAKEGOODS Orders for Walden

Competitive Information	
Market Budget:	\$51,227
KOBI Share:	30%
Comment:	Updated over 5 buys
KDRV:	32%
KMVU:	6%
KTVL:	32%

Daypart Summary			
Day/Time	% Distrib	Spots	GRP
	100%	108	\$94.17
	100%	108	\$15,368.00
Total		108	163.2

Monthly Summary		
Month	Spots	Dollars
2016-Oct	108	\$15,368.00
Total	108	\$15,368.00



125 West 55th St
New York, NY 10019

Contract # 25321335 Changes as of: 10/18/2016 at 10:35 AM Version: Highlighting Revision 6

CPE: WAL16/ORDR/C18C24
Agency: Smart Media Group
1427 LESLIE AVE
SUITE #102
ALEXANDRIA, VA
22301

Flight: 10/18/16 - 10/24/16
Advertiser: WALDEN, GREG
Product: WALDEN-R-OR CD-02
Agency Order #: 30049112
Buyer: Rubin, Nancy

Station: KOB
Market: Medford-Ashtland
Office: PHILADELPHIA
Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE

Total Spots: 108
Total CPP: \$94.17
Total GRP: 163.2
Traffic #: 15178

Salesperson: SHEPARD RITZEN
215-567-7950

Assistant: SHEPARD RITZEN
215-567-7950

Separation:

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	10/18/16 10:35 AM	SHEPARD RITZEN	Revised	4		\$2,727.00
Makegood 2	10/17/16 4:06 PM	Donna Rodriguez	Confirmed			\$0
Revision	10/17/16 2:57 PM	SHEPARD RITZEN	Confirmed	63		\$7,097.00
Makegood 1	10/17/16 11:06 AM	Donna Rodriguez	Confirmed			\$0
Revision	10/17/16 8:48 AM	SHEPARD RITZEN	Confirmed	19		\$1,019.00
Revision	10/14/16 10:37 AM	SHEPARD RITZEN	Confirmed			\$70.00
Revision	9/30/16 11:55 AM	SHEPARD RITZEN	Confirmed	1		\$0
Electronic Contracting	9/29/16 3:09 PM					\$0

Changes: Comments from L17 1x 10/19 N/A due to debate, move to Mon 10/24

Buyer added \$7097 to bring tll up to 12641.
Just made the buy work. All spots added & removed from 10/19-10/24. to \$2727 of \$2728 moved here from C11C17. TTL was \$12641, now \$15368.

\$1 left over to reinvest with next MKGD package: noted, Total Spots from 104 to 108, Calculated Dollars from \$12,641.00 to \$15,368.00, Total GRPs from 161.2 to 163.2, Total CPP from \$94.17 to \$94.17, Competitive Market Budget from \$42,137 to \$51,227, User Entered \$ from \$12,641.00 to \$15,368.00, Total \$ from \$12,641.00 to \$15,368.00. 4 buylines added or modified.

Changes: Comments from Revised tll \$5544, spots added to sked, \$1019 added.
Was \$4525 to L17 1x 10/19 N/A due to debate, move to Mon 10/24

Buyer added \$7097 to bring tll up to 12641.
Just made the buy work. All spots added & removed from 10/19-10/24. Total Spots from 41 to 104, Calculated Dollars from \$5,544.00 to \$12,641.00, Total GRPs from 96.7 to 161.2, Total CPP from \$57.33 to \$94.17, Competitive Market Budget from \$18,480 to \$42,137, User Entered \$ from \$5,544.00 to \$12,641.00, Total \$ from \$5,544.00 to \$12,641.00. 25 buylines added or modified.

Changes: Comments from Used \$70 from C04C10 to bump up 2x N/A 5-530p news. Also move 1x n/a due to Wed debate in5, 6p news to diff day: MOn 10/24 to Revised tll \$5544. spots added to sked. \$1019 added.
Was \$4525, User Entered \$ from \$4,525.00 to \$5,544.00. Total Spots from 22 to 41, Calculated Dollars from \$4,525.00 to \$5,544.00. Total GRPs from 55.7 to 96.7, Total CPP from \$81.24 to \$57.33, Competitive Market Budget from \$15,083 to \$18,480, Total \$ from \$4,525.00 to \$5,544.00. 8 buylines added or modified.

Changes: Comments from NFL Game 10/23 @ \$1200, not \$1250 MKGD
1x 6p News @ \$50 ea
Used \$70 from C04C10 to bump up 2x N/A 5-530p news. Also move 1x n/a due to Wed debate in5, 6p news to diff day: MOn 10/24. Calculated Dollars from \$4,455.00 to \$4,525.00. Total CPP from \$79.98 to \$81.24, Competitive Market Budget from \$14,850 to \$15,083, User Entered \$ from \$4,455.00 to \$4,525.00, Total \$ from \$4,455.00 to \$4,525.00. 3 buylines added or modified.

Changes: Total CPP from \$121.30 to \$79.98, Competitive Market Budget from \$10,750 to \$14,850, Total Spots from 21 to 22, Total GRPs from 57.5 to 55.7, Comments from nrubin@smartmediagr.com PLEASE EMAIL ME ANY QUESTIONS OR MAKEGOODS Orders for Walden to NFL Game 10/23 @ \$1200, not \$1250 MKGD
1x 6p News @ \$50 ea
.2 buylines added or modified.



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25321335 Changes as of: 10/18/2016 at 10:35 AM Version: Highlighting Revision 6
CPE: WAL16/ORDR/C18C24 Flight: 10/18/16 - 10/24/16 Station: KOBI
Agency: Smart Media Group Advertiser: WALDEN, GREG Market: Medford-Ashland
1427 LESLIE AVE Product: Walden-R-OR CD-02 Office: PHILADELPHIA
SUITE #102 Agency Order #: 30049112 Primary Demo: Adults 35+
ALEXANDRIA, VA Buyer: Rubin, Nancy Con Type: POLITICAL/VOTE
22301 Salesperson: SHEPARD RITZEN Assistant: SHEPARD RITZEN
215-567-7950 215-567-7950
Total Spots: 108
Total CPP: \$94.17
Total GRP: 163.2
Traffic #: 15178
Separation:

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	9/29/16 12:20 PM	SHEPARD RITZEN	Confirmed			\$0
New	9/29/16 12:08 PM	SHEPARD RITZEN	New	21		\$4,455.00
						\$4,455.00
Changes: User Entered \$ from \$0.00 to \$4,455.00, Product from ORDER to Walden-R-OR CD-02.						

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.

Donna Rodriguez

From: Donna Rodriguez <drodriguez@kobi5.com>
Sent: Tuesday, October 18, 2016 9:39 AM
To: 'Ritzen, Shepard'
Cc: Connie Eaton
Subject: RE: Walden 10/18-10/24 #25321335 #C18C24

OK, I added it back to our paperwork and we now balance. We haven't had a chance to place spots for next week and there's a possibility it may stick – or it may not. We'll let you know if there's an issue.

Donna Rodriguez
Program/Traffic Manager
KOB1/KOTI NBC5/NBC2
541-779-5555 (Main Office)
541-282-1208 (Direct)



From: Ritzen, Shepard [<mailto:Shepard.Ritzen@katztvgroup.com>]
Sent: Monday, October 17, 2016 5:57 PM
To: Donna Rodriguez (drodriguez@kobi5.com)
Subject: Walden 10/18-10/24 #25321335 #C18C24

Donna,

Yes, on line 4, I moved off 10/19 & 10/21 to a new line at a higher rate because they were N/A.

But the 10/24 spot was never N/A as far as I knew, so there was no need to move it off the original line.

If that spot is still N/A, then I'll need to move it...pls advise.

Thx,
Shepard Ritzen
Eagle TV Sales - Philadelphia
111 Presidential Blvd, ste 110
Bala Cynwyd, PA 19004
215-567-7950 (p)
917-206-0344 (f)
215-557-4203 (direct)
shepard.ritzen@katztvgroup.com

Original comment just for perspective:

#25321335/15178/EstC18C24

L11 (5p News) says 10/19, 10/31 N/A due to rate Ln4, mv'd them here with higher rate to keep spots in, but your paperwork still has 1 spot (\$55) on 10/24 on this line.



125 West 55th St
New York, NY 10019

Contract # 25321335 **Changes as of:** 10/17/2016 at 2:57 PM **Version:** Highlighting Revision 5
CPE: WAL16/ORDR/C18C24 **Flight:** 10/18/16 - 10/24/16 **Station:** KOB
Agency: Smart Media Group **Advertiser:** WALDEN, GREG **Market:** Medford-Ashland
1427 LESLIE AVE **Product:** Walden-R-OR CD-02 **Office:** PHILADELPHIA
SUITE #102 **Agency Order #:** 30049112 **Primary Demo:** Adults 35+
ALEXANDRIA, VA **Buyer:** Rubin, Nancy **Con Type:** POLITICAL/VOTE
22301 **Salesperson:** SHEPARD RITZEN **Assistant:** SHEPARD RITZEN
215-567-7950 **Separation:**
Total \$: \$12,641.00
Total Spots: 104
Total CPE: \$78.42
Total GRP: 161.2
Traffic #: 15178

Comments: L17 1x 10/19 N/A due to debate, move to Mon 10/24
Buyer added \$7097 to bring tll up to 12641.
Just made the buy work. All spots added & removed from 10/19-10/24.

#	Day/Time	DP	Program	Len	A3SP Rating	Rate	10/18 - 10/24							Total Spots	Total \$	CPP	GRP
							10/18	10/19	10/20	10/21	10/22	10/23	10/24				
REV- 3	M-F 7a-9a		TODAY SHOW	30	2.7	\$30.00	0	0	0	1	0	0	1	1	\$30.00	\$11.11	2.7
REV 15	M-F 5a-5:30a		Ag Day	30	0.0	\$8.00	0	0	1	1	0	0	1	3	\$24.00	\$0.00	0.0
REV+ 16	M-F 1p-2p		DAYS OF OUR LIVES	30	1.9	\$50.00	0	0	1	2	0	0	1	6	\$300.00	\$26.32	11.4
REV 17	M-F 6p-6:30p		NBC 5NEWS AT 6P	30	3.7	\$75.00	0	1	0	1	2	0	0	4	\$300.00	\$20.27	14.8
1x 10/19 N/A due to debate, move to mon 10/24																	
REV+ 18	M-F 11p-11:35p		NBC 5 NEWS AT 11P	30	2.0	\$60.00	1	0	1	2	0	1	1	7	\$420.00	\$30.00	14.0
Changes: Day/Time from M-Su 11p-11:35p to M-F 11p-11:35p																	
REV+ 20	M-F 7a-9a		TODAY SHOW	30	2.7	\$60.00	0	0	0	0	0	0	0	9	\$540.00	\$22.22	24.3
REV+ 21	M-F 7p-7:30p		news	30	0.0	\$45.00	0	0	0	0	0	0	0	4	\$180.00	\$0.00	0.0
REV+ 22	M-F 11:35p-12:35a		TONIGHT SHOW	30	1.4	\$45.00	0	0	0	0	0	0	0	6	\$270.00	\$32.14	8.4
REV+ 23	Sa-Su 11p-11:35p		Lt News	30	0.0	\$25.00	0	0	0	0	0	0	0	4	\$100.00	\$0.00	0.0
REV+ 24	M 8p-10p		voice	30	0.0	\$600.00	0	0	0	0	0	0	0	2	\$1,200.00	\$0.00	0.0
REV+ 25	Th 8p-9p		superst	30	0.0	\$200.00	0	0	0	0	0	0	0	2	\$400.00	\$0.00	0.0
REV+ 26	Th 9p-10p		chi med	30	0.0	\$175.00	0	0	0	0	0	0	0	1	\$175.00	\$0.00	0.0
REV+ 27	Th 10p-11p		blacklist	30	0.0	\$500.00	0	0	0	0	0	0	0	2	\$1,000.00	\$0.00	0.0
REV+ 28	F 8p-9p		Caught on camera	30	0.0	\$175.00	0	0	0	0	0	0	0	2	\$350.00	\$0.00	0.0
REV+ 29	F 9p-11p		Dateline	30	0.0	\$150.00	0	0	0	0	0	0	0	3	\$450.00	\$0.00	0.0
REV+ 30	Sa 8p-10p		Dateline	30	0.0	\$150.00	0	0	0	0	0	0	0	3	\$450.00	\$0.00	0.0
REV+ 31	Sa 10p-11p		SNL	30	0.0	\$50.00	0	0	0	0	0	0	0	1	\$50.00	\$0.00	0.0
REV+ 32	Su 8:30p-9p		news	30	0.0	\$70.00	0	0	0	0	0	0	0	1	\$70.00	\$0.00	0.0



125 West 55th St
New York, NY 10019

Contract # 25321335 **Changes as of:** 10/17/2016 at 2:57 PM **Version:** Highlighting Revision 5

CPE: WAL16/ORDR/C18C24 **Flight:** 10/18/16 - 10/24/16 **Station:** KOB1 **Total \$:** \$12,641.00

Agency: Smart Media Group **Advertiser:** WALDEN, GREG **Market:** Medford-Ashland **Total Spots:** 104

1427 LESLIE AVE **Product:** Walden-R-OR CD-02 **Office:** PHILADELPHIA **Total CPP:** \$78.42

SUITE #102 **Agency Order #:** 30049112 **Primary Demo:** Adults 35+ **Total GRP:** 161.2

ALEXANDRIA, VA **Buyer:** Rubin, Nancy **Con Type:** POLITICAL/VOTE **Traffic #:** 15178

Salesperson: SHEPARD RITZEN **Assistant:** SHEPARD RITZEN **Separation:**

215-567-7950 215-567-7950

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/18 - 10/24										Total Spots	Total \$	CPP	GRP
							10/18	10/19	10/20	10/21	10/22	10/23	10/24							
REV+ 33	Su 10p-11p		Dateline	\$100.00	0.0	30	0	0	0	0	0	0	0	2	0	\$200.00	\$0.00	0.0		
REV+ 34	W 8p-9p		Blindspot	\$400.00	0.0	30	0	0	0	1	0	0	0	0	0	0	\$400.00	\$0.00	0.0	
REV+ 35	W 9p-10p		Law/Order	\$200.00	0.0	30	0	0	0	1	0	0	0	0	0	0	\$200.00	\$0.00	0.0	
REV+ 36	W 10p-11p		Chi PD	\$200.00	0.0	30	0	0	0	1	0	0	0	0	0	0	\$200.00	\$0.00	0.0	
REV+ 37	M-F 6a-7a		NBC 5 NEWS AT SUNRIS	\$36.00	2.3	30	0	0	0	1	0	2	0	1	0	0	\$180.00	\$15.65	11.5	
REV+ 38	Su 7a-8a		News	\$11.00	0.0	30	0	0	0	0	0	0	0	0	0	0	\$22.00	\$0.00	0.0	
REV+ 39	M-F 9a-10a		Today 2	\$50.00	0.0	30	0	0	0	0	0	1	0	1	0	0	\$100.00	\$0.00	0.0	
TOTALS:							6	19	23	23	7	9	17	104	\$12,641.00	\$78.42	161.2			



125 West 55th St
New York, NY 10019

Contract # 25321335 Changes as of: 10/17/2016 at 2:57 PM Version: Highlighting Revision 5
CPE: WAL16/ORDR/C18C24 Flight: 10/18/16 - 10/24/16 Station: KOB
Agency: Smart Media Group Advertiser: WALDEN, GREG Market: Medford-Ashtand
1427 LESLIE AVE Product: Walden-R-OR CD-02 Office: PHILADELPHIA
SUITE #102 Agency Order #: 30049112 Primary Demo: Adults 35+
ALEXANDRIA, VA Buyer: Rubin, Nancy Con Type: POLITICAL/NOTE
22301 Salesperson: SHEPARD RITZEN Assistant: SHEPARD RITZEN
215-567-7950 Separation:
Total \$: \$12,641.00
Total Spots: 104
Total CPP: \$78.42
Total GRP: 161.2
Traffic #: 15178

Special Instructions

Order Level Comments		
Date/Time	Added by	Comment
10/17/16 2:57 PM	SHEPARD RITZEN	L17 1x 10/19 N/A due to debate, move to Mon 10/24 BUYER added \$7097 to bring tll up to 12641. Just made the buy work. All spots added & removed from 10/19-10/24. L11 (5p News) says 10/19, 10/31 N/A due to rate Ln4, mv'd them here with higher rate to keep spots in, but your paperwork still has 1 spot (\$55) on 10/24 on this line. L17 (6p News) says "1x 10/19 N/A due to debate, move to Mon 10/24", but has spot on 10/19 and not on 10/24???
10/17/16 11:06 AM	Donna Rodriguez	I show the total to be \$5489 (\$55 less than your total)
10/17/16 8:48 AM	SHEPARD RITZEN	Revised tll \$5544. spots added to sked. \$1019 added. Was \$4525
10/14/16 10:37 AM	SHEPARD RITZEN	Used \$70 from C04C10 to bump up 2x N/A 5-530p news. Also move 1x n/A due to Wed debate In5, 6p news to diff day: MOn 10/24
09/30/16 11:55 AM	SHEPARD RITZEN	NFL Game 10/23 @ \$1200, not \$1250 MKGD
09/29/16 12:20 PM	SHEPARD RITZEN	1x 6p News @ \$50 ea nrubin@smartmediagr.com PLEASE EMAIL ME ANY QUESTIONS OR MAKEGOODS Orders for Walden
09/29/16 12:20 PM	SHEPARD RITZEN	nrubin@smartmediagr.com PLEASE EMAIL ME ANY QUESTIONS OR MAKEGOODS Orders for Walden

Competitive Information	
Market Budget:	\$42,137
KOB Share:	30%
Comment: Updated over 5 buys	
KDRV:	32%
KMVU:	6%
KTVL:	32%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
Total	100%	104	\$12,641.00	161.2

Monthly Summary		
Month	Spots	Dollars
2016-Oct	104	\$12,641.00
Total	104	\$12,641.00

Transaction History				
Trans	Created/Received	Created by	Status	
Revision	10/17/16 2:57 PM	SHEPARD RITZEN	Revised	Changes: Comments from Revised tll \$5544. spots added to sked. \$1019 added. Was \$4525 to L17 1x 10/19 N/A due to debate, move to Mon 10/24 BUYER added \$7097 to bring tll up to 12641. Just made the buy work. All spots added & removed from 10/19-10/24. Total Spots from 41 to 104. Calculated Dollars from \$5,544.00 to \$12,641.00. Total GRPs from 96.7 to 161.2. Total CPP from \$57.33 to \$78.42. Competitive Market Budget from \$18,480 to \$42,137. User Entered \$ from \$5,544.00 to \$12,641.00. Total \$ from \$5,544.00 to \$12,641.00. 25 buylines added or modified.
Makegood 1	10/17/16 11:06 AM	Donna Rodriguez	Confirmed	



125 West 55th St
New York, NY 10019

KATZ TELEVISION GROUP

Contract # 25321335 **Changes as of:** 10/17/2016 at 2:57 PM **Version:** Highlighting Revision 5

CPE: WAL16/ORDR/C18C24 **Flight:** 10/18/16 - 10/24/16 **Station:** KOB1 **Total \$:** \$12,641.00

Agency: Smart Media Group **Advertiser:** WALDEN, GREG **Market:** Medford-Ashtland **Total Spots:** 104

1427 LESLIE AVE **Product:** Walden-R-OR CD-02 **Office:** PHILADELPHIA **Total CPP:** \$78.42

SUITE #102 **Agency Order #:** 30049112 **Primary Demo:** Adults 35+ **Total GRP:** 161.2

ALEXANDRIA, VA **Buyer:** Rubin, Nancy **Con Type:** POLITICAL/VOTE **Traffic #:** 15178

22301 **Salesperson:** SHEPARD RITZEN **Assistant:** SHEPARD RITZEN **Separation:**

215-567-7950 215-567-7950

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	10/17/16 8:48 AM	SHEPARD RITZEN	Confirmed	19		\$1,019.00
						\$5,544.00
Revision	10/14/16 10:37 AM	SHEPARD RITZEN	Confirmed			\$70.00
Revision	9/30/16 11:55 AM	SHEPARD RITZEN	Confirmed	1		\$0
Queued for Electronic Contracting	9/29/16 3:09 PM					\$0
Revision	9/29/16 12:20 PM	SHEPARD RITZEN	Confirmed			\$0
New	9/29/16 12:08 PM	SHEPARD RITZEN	New	21		\$4,455.00

Changes: Comments from Used \$70 from C04C10 to bump up 2x N/A 5-530p news. Also move 1x n/a due to Wed debate in 5. 6p news to diff day. MOn 10/24 to Revised till \$5544. spots added to sked. \$1019 added. Was \$4525. User Entered \$ from \$4,525.00 to \$5,544.00. Total Spots from 22 to 41. Calculated Dollars from \$4,525.00 to \$5,544.00. Total GRPs from 55.7 to 96.7. Total CPP from \$81.24 to \$57.33. Competitive Market Budget from \$15,083 to \$18,480. Total \$ from \$4,525.00 to \$5,544.00. 8 buylines added or modified.

Changes: Comments from NFL Game 10/23 @ \$1200, not \$1250 MKGD

1x 6p News @ \$50 ea

to Used \$70 from C04C10 to bump up 2x N/A 5-530p news. Also move 1x n/a due to Wed debate in 5. 6p news to diff day. MOn 10/24. Calculated Dollars from \$4,455.00 to \$4,525.00. Total CPP from \$79.98 to \$81.24. Competitive Market Budget from \$14,850 to \$15,083. User Entered \$ from \$4,455.00 to \$4,525.00. Total \$ from \$4,455.00 to \$4,525.00. 3 buylines added or modified.

Changes: Total CPP from \$121.30 to \$79.98. Competitive Market Budget from \$10,750 to \$14,850. Total Spots from 21 to 22. Total GRPs from 57.5 to 55.7. Comments from r Rubin@smartmediagrp.com PLEASE EMAIL ME ANY QUESTIONS OR MAKEGOODS Orders for Walden to NFL Game 10/23 @ \$1200, not \$1250 MKGD

1x 6p News @ \$50 ea

. 2 buylines added or modified.

Changes: User Entered \$ from \$0.00 to \$4,455.00. Product from ORDER to Walden-R-OR CD-02.

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.



125 West 55th St
New York, NY 10019

KATZ TELEVISION GROUP

Contract # 25321335 **Changes as of:** 10/17/2016 at 8:48 AM **Version:** Highlighting Revision 4

CPE: WAL16/ORDR/C18C24 **Flight:** 10/18/16 - 10/24/16 **Station:** KOB
Agency: Smart Media Group **Advertiser:** WALDEN, GREG **Market:** Medford-Ashland
1427 LESLIE AVE **Product:** Walden-R-OR CD-02 **Office:** PHILADELPHIA
SUITE #102 **Agency Order #:** 30049112 **Primary Demo:** Adults 35+
ALEXANDRIA, VA **Buyer:** Rubin, Nancy **Con Type:** POLITICAL/VOTE
22301 **Salesperson:** SHEPARD RITZEN **Assistant:** SHEPARD RITZEN
215-567-7950 **Separation:**

Comments: Revised till \$5544. spots added to sked. \$1019 added.
Was \$4525

Total \$: \$5,544.00
Total Spots: 41
Total CPP: \$57.33
Total GRP: 96.7
Traffic #: 15178

#	Day/Time	DP	Program	Len	A3SP Rating	Rate	10/18	10/19	10/20	10/21	10/22	10/23	10/24	Total Spots	Total \$	CPP	GRP
REV+ 11	M-F 5p-5:30p <small>10/19, 10/21 N/A due to rate in 4, moved them here with higher rate to keep spots in.</small>		NBC 5 NEWS AT 5P	30	4.3	\$90.00	0	1	0	1	0	0	0	5	\$450.00	\$20.93	21.5
REV+ 12	M-F 7a-9a		TODAY SHOW	30	2.7	\$60.00	0	1	0	1	0	0	0	3	\$180.00	\$22.22	8.1
REV+ 14	M-F 11:35p-12:35a		TONIGHT SHOW	30	1.4	\$45.00	0	1	0	1	0	0	0	2	\$90.00	\$32.14	2.8
REV+ 15	M-F 5a-5:30a		Ag Day	30	0.0	\$8.00	0	1	0	1	0	0	0	3	\$24.00	\$0.00	0.0
REV+ 16	M-F 1p-2p		DAYS OF OUR LIVES	30	1.9	\$50.00	0	1	0	1	0	0	0	2	\$100.00	\$26.32	3.8
REV+ 17	M-F 6p-6:30p <small>1x 10/19 N/A due to debate, move to mon 10/24</small>		NBC 5 NEWS AT 6P	30	3.7	\$75.00	0	1	0	1	0	0	0	2	\$150.00	\$20.27	7.4
REV+ 18	M-Su 11p-11:35p <small>W-F</small>		NBC 5 NEWS AT 11P	30	2.0	\$60.00	0	1	0	1	0	0	0	3	\$180.00	\$30.00	6.0
REV+ 19	Su 9p-9:30p		Matter of Fact	30	0.0	\$25.00	0	1	0	1	0	0	0	1	\$25.00	\$0.00	0.0
TOTALS: 6 8 8 7 8 1 2 9														41	\$5,544.00	\$57.33	96.7



125 West 55th St
New York, NY 10019

KATZ TELEVISION GROUP

Contract # 25321335		Changes as of: 10/17/2016 at 8:48 AM		Version: Highlighting Revision 4	
CPE: WAL16/ORDR/C18C24		Flight: 10/18/16 - 10/24/16		Station: KOB	
Agency: Smart Media Group 1427 LESLIE AVE SUITE #102 ALEXANDRIA, VA 22301		Advertiser: WALDEN, GREG Product: Walden-R-OR CD-02 Agency Order #: 30049112 Buyer: Rubin, Nancy		Market: Medford-Ashland Office: PHILADELPHIA Primary Demo: Adults 35+ Con Type: POLITICAL/VOTE	
		Salesperson: SHEPARD RITZEN 215-567-7950		Assistant: SHEPARD RITZEN 215-567-7950	
				Total Spots: 41 Total CPP: \$57.33 Total GRP: 96.7 Traffic #: 15178 Separation:	
				Total \$: \$5,544.00	

Special Instructions		
Order Level Comments		
10/17/16 8:48 AM	SHEPARD RITZEN	Revised tll \$5544. spots added to sked. \$1019 added. Was \$4525
10/14/16 10:37 AM	SHEPARD RITZEN	Used \$70 from C04C10 to bump up 2x N/A 5-530p news. Also move 1x n/a due to Wed debate In5, 6p news to diff day. MOn 10/24
09/30/16 11:55 AM	SHEPARD RITZEN	NFL Game 10/23 @ \$1200, not \$1250 MKGD
09/29/16 12:20 PM	SHEPARD RITZEN	1x 6p News @ \$50 ea nrubin@smartmediagr.com PLEASE EMAIL ME ANY QUESTIONS OR MAKEGOODS Orders for Walden
09/29/16 12:20 PM	SHEPARD RITZEN	nrubin@smartmediagr.com PLEASE EMAIL ME ANY QUESTIONS OR MAKEGOODS Orders for Walden

Competitive Information	
Market Budget:	\$18,480
KOB Share:	30%
Comment:	Updated over 5 buys
KDRV:	32%
KMVU:	6%
KTVL:	32%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	41	\$5,544.00	96.7
Total	100%	41	\$5,544.00	\$57.33

Monthly Summary		
Month	Spots	Dollars
2016-Oct	41	\$5,544.00
Total	41	\$5,544.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	10/17/16 8:48 AM	SHEPARD RITZEN	Revised	19		\$1,019.00
Revision	10/14/16 10:37 AM	SHEPARD RITZEN	Confirmed			\$70.00

Contract \$		Comment	
\$5,544.00		Changes: Comments from Used \$70 from C04C10 to bump up 2x N/A 5-530p news. Also move 1x n/a due to Wed debate In5, 6p news to diff day: MOn 10/24 to Revised tll \$5544. spots added to sked. \$1019 added. Was \$4525, User Entered \$ from \$4,525.00 to \$5,544.00. Total Spots from 22 to 41. Calculated Dollars from \$4,525.00 to \$5,544.00. Total GRPs from 55.7 to 96.7, Total CPP from \$81.24 to \$57.33. Competitive Market Budget from \$15,083 to \$18,480. Total \$ from \$4,525.00 to \$5,544.00. 8 buylines added or modified.	
\$4,525.00		Changes: Comments from NFL Game 10/23 @ \$1200, not \$1250 MKGD 1x 6p News @ \$50 ea to Used \$70 from C04C10 to bump up 2x N/A 5-530p news. Also move 1x n/a due to Wed debate In5, 6p news to diff day: MOn 10/24. Calculated Dollars from \$4,455.00 to \$4,525.00. Total CPP from \$79.98 to \$81.24. Competitive Market Budget from \$14,850 to \$15,083. User Entered \$ from \$4,455.00 to \$4,525.00. Total \$ from \$4,455.00 to \$4,525.00. 3 buylines added or modified.	



125 West 55th St
New York, NY 10019

KATZ TELEVISION
GROUP

Contract # 25321335 Changes as of: 10/17/2016 at 8:48 AM Version: Highlighting Revision 4

CPE: WAL16/ORDR/C18C24 Flight: 10/18/16 - 10/24/16 Station: KOB
Agency: Smart Media Group Advertiser: WALDEN, GREG Market: Medford-Ashland
1427 LESLIE AVE Product: Walden-R-OR CD-02 Office: PHILADELPHIA
SUITE #102 Agency Order #: 30049112 Primary Demo: Adults 35+
ALEXANDRIA, VA Buyer: Rubin, Nancy Con Type: POLITICAL/VOTE
22301 Salesperson: SHEPARD RITZEN Assistant: SHEPARD RITZEN
215-567-7950 215-567-7950 Separation:

Total Spots: 41
Total CPP: \$57.33
Total GRP: 96.7
Traffic #: 15178
Total \$: \$5,544.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	9/30/16 11:55 AM	SHEPARD RITZEN	Confirmed	1		\$0
Queued for Electronic Contracting	9/29/16 3:09 PM					\$0
Revision	9/29/16 12:20 PM	SHEPARD RITZEN	Confirmed			\$0
New	9/29/16 12:08 PM	SHEPARD RITZEN	New	21		\$4,455.00
Changes: Total CPP from \$121.30 to \$79.98, Competitive Market Budget from \$10,750 to \$14,850, Total Spots from 21 to 22, Total GRPs from 57.5 to 55.7, Comments from nrubin@smartmediagr.com PLEASE EMAIL ME ANY QUESTIONS OR MAKEGOODS Orders for Walden to NFL Game 10/23 @ \$1200, not \$1250 MKGD 1x 6p News @ \$50 ea .2 buylines added or modified.						
Changes: User Entered \$ from \$0.00 to \$4,455.00, Product from ORDER to Walden-R-OR CD-02						

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.