

CONTRACT



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

Ver 3

Contract / Revision 15176 /		Alt Order # 25321333
Product Walden-R-OR CD-02		
Contract Dates 10/04/16 - 10/10/16		Estimate # C04C10
Advertiser Walden for Congress		Original Date / Revision 10/03/16 / 10/03/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOBI	Account Executive Philadelphia Katz Eag	Sales Office Katz-Philadelph
Special Handling		
Demographic Adults 35+		
		Total Ratings 59.40
IDB#	Advertiser Code WAL16	Product Code ORDR
Agency Ref		Advertiser Ref

kobi5.com

And:

Smart Media Group
1427 Leslie Ave.
Alexandria, VA 22301

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	All	10/04/16	10/04/16	Days of our Lives	1:00 PM-2:00 PM		: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:		10/03/16	10/09/16	-T-----				1	\$20.00	1.90			
2	All	10/05/16	10/05/16	Days of our Lives L1	1:00 PM-2:00 PM		: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:		10/03/16	10/09/16	--W----				1	\$20.00	1.90			
3	All	10/07/16	10/07/16	Days of our Lives L1	1:00 PM-2:00 PM		: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:		10/03/16	10/09/16	----F--				1	\$20.00	1.90			
4	All	10/05/16	10/05/16	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:		10/03/16	10/09/16	--W----				1	\$20.00	2.30			
5	All	10/07/16	10/07/16	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:		10/03/16	10/09/16	----F--				1	\$20.00	2.30			
6	All	10/10/16	10/10/16	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:		10/10/16	10/16/16	M-----				1	\$20.00	2.30			
7	All	10/07/16	10/07/16	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:		10/03/16	10/09/16	----F--				1	\$30.00	2.70			
8	All	10/10/16	10/10/16	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:		10/10/16	10/16/16	M-----				1	\$30.00	2.70			
9	All	10/05/16	10/05/16	NBC5 News @ 5p L4	5:00 PM-5:30 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:		10/03/16	10/09/16	--W----				1	\$50.00	4.30			
10	All	10/07/16	10/07/16	NBC5 News @ 5p L4	5:00 PM-5:30 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:		10/03/16	10/09/16	----F--				1	\$50.00	4.30			
11	All	10/10/16	10/10/16	NBC5 News @ 5p L4	5:00 PM-5:30 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>			

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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



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

kobi5.com

Contract / Revision		Alt Order #
15176 /		25321333
Contract Dates	Product	Estimate #
10/04/16 - 10/10/16	Walden-R-OR CD-02	C04C10
Advertiser		Original Date / Revision
Walden for Congress		10/03/16 / 10/03/16

*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:		10/10/16	10/16/16	M-----				1	\$50.00	4.30			
N 12	All	10/04/16	10/05/16	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:		10/03/16	10/09/16	-TW----				2	\$50.00	3.70			
N 13	All	10/06/16	10/07/16	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:		10/03/16	10/09/16	---TF--				2	\$50.00	3.70			
14	All	10/04/16	10/04/16	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:		10/03/16	10/09/16	-T-----				1	\$40.00	1.40			
15	All	10/06/16	10/06/16	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:		10/03/16	10/09/16	---T---				1	\$40.00	1.40			
16	All	10/10/16	10/10/16	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:		10/10/16	10/16/16	M-----				1	\$40.00	1.40			
17	All	10/08/16	10/08/16	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:		10/03/16	10/09/16	-----S-				1	\$55.00	1.50			
18	All	10/05/16	10/05/16	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:		10/03/16	10/09/16	--W----				1	\$35.00	2.00			
19	All	10/07/16	10/07/16	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:		10/03/16	10/09/16	----F--				1	\$35.00	2.00			
20	All	10/04/16	10/04/16	Vice Presi Debate L9	6:00 PM-8:00 PM		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-T-----				1	\$2,000.00	2.00			
N 21	All	10/09/16	10/09/16	Presid Debate L10	6:00 PM-8:00 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S				1	\$2,500.00	2.00			
		<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	10/03/16-10/09/16	Presid Debate L10	6:00 PM-8:00 PM	-----Su	:30	\$2,500.00	2.00	NM		
		Credited											
N 22	All	10/09/16	10/09/16	Regular Season	520-830p		:30				NM	2	\$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:		10/03/16	10/09/16	-----S				2	\$1,200.00	1.00			
Totals										59.40		24	\$5,175.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/10/16	24	\$5,175.00	(\$776.25)	\$4,398.75
Totals	24	\$5,175.00	(\$776.25)	\$4,398.75

Signature: _____

Date: _____

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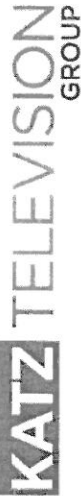
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125 West 55th St
New York, NY 10019

Contract # 25321333		Changes as of: 9/30/2016 at 11:52 AM		Version: Highlighting Revision 2	
CPE: WAL16/ORDR/C04C10		Flight: 10/4/16 - 10/10/16		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 #: 30049104		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: No Pres Debate 10/9 @ \$2500 due to NFL				Separation:	
MKGD					
2x NFL GAME 10/9 @ \$1200 ea In11					
2x 6p News @ \$50 ea In5					
				Total Spots: 24	
				Total CPP: \$87.63	
				Total GRP: 59.4	
				Traffic #: 15176	
				Total \$: \$5,205.00	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/4 - 10/10								Total Spots	Total \$	CPP	GRP
							10/4	10/5	10/6	10/7	10/8	10/9	10/10					
REV+ 5	M-F 6p-6:30p		NBC 5NEWS AT 6P	\$50.00	3.7	30	1	0	1	1	0	1	0	0	4	\$200.00	\$13.51	14.8
REV- 10	Su 6p-8p		PRES DEBATES	\$2,500. 00	2.0	30	0	0	0	0	0	1	0	0	0	\$0.00	\$1,250. 00	0.0
REV+ 11	Su 5:20p-8:30p		NFL	\$1,200. 00	1.0	30	0	0	0	0	0	0	0	2	2	\$2,400.00	\$1,200. 00	2.0
TOTALS:							4	5	2	6	1	2	4	24	\$5,205.00	\$87.63	59.4	



Page 2 of 2