



125 West 55th St
New York, NY 10019

| | | |
|--|---|--|
| Contract # 26216119 | Changes as of: 10/25/2018 at 3:19 PM | Version: Current State Version 3 |
| CPE: 40/126/701 | Flight: 10/15/18 - 11/11/18 | Station: KEZI |
| Agency: Ax Media | Advertiser: Williams for East Lane County Commissioner | Market: Eugene-Springfield |
| 1251 NW Briarcliff Pkwy Suite 85 Kansas City, MO 64116 | Product: 2018 General Election | Office: DALLAS |
| | Agency Order #: 7823077 | Service: Nielsen |
| | Buyer: Mah, Eva | Primary Demo: Adults 35+ |
| | Salesperson: GLENN SIMS 214-525-2808 | Assistant: RHETT STUBBLEFIELD 214-525-2723 |
| | Separation: Sep:30 | |

Con Type: POLITICAL/VOTE
Total \$: \$5,555.00
Total Spots: 51
Total CPP: \$26.23
Total GRP: 211.8
Traffic #: 78637

Comments: Flight to run Monday 10/15 - Tuesday 11/6.;REVISED 10/25 - Cut 10/29-11/6.

Please include ISCI and Estimate on all invoices. We are set up to receive invoices electronically: TV Invoices ID: 9916670 or TV16670 and RADIO Invoices ID: 9914861 OR RI14861. Marketron #184659, Spotdata #2095, eMediaTrade (AdCoreLocal) #EMT12794;Separation: 30

| # | Day/Time | DP | Program | Rate | A35P Rating | Len | 10/15 - 11/5 | | | | Total Spots | Total \$ | CPP* | GRP* |
|---|--------------------|----|--------------------------------|----------|-------------|-----|--------------|-------|-------|------|-------------|------------|---------|------|
| | | | | | | | 10/15 | 10/22 | 10/29 | 11/5 | | | | |
| 1 | M-F 6a-6:57a | | KEZI News This Morning | \$100.00 | 3.5 | 30 | 3 | 3 | 0 | 0 | 6 | \$600.00 | \$28.57 | 21.0 |
| 2 | M-Tu 6a-6:57a | | KEZI News This Morning | \$100.00 | 3.5 | 30 | 0 | 0 | 0 | 0 | 0 | \$0.00 | \$28.57 | 0.0 |
| 3 | Sa 8a-8:30a | | KEZI Weekend News This Morning | \$60.00 | 4.0 | 30 | 1 | 1 | 0 | 0 | 2 | \$120.00 | \$15.00 | 8.0 |
| 4 | Sa 8:30a-9a | | KEZI Weekend News This Morning | \$60.00 | 4.0 | 30 | 1 | 1 | 0 | 0 | 2 | \$120.00 | \$15.00 | 8.0 |
| 5 | Su 8a-8:58a | | KEZI Weekend News This Morning | \$60.00 | 3.5 | 30 | 1 | 1 | 0 | 0 | 2 | \$120.00 | \$17.14 | 7.0 |
| 6 | M-F 11a-11:58a | | KEZI New Midday | \$30.00 | 2.0 | 30 | 3 | 3 | 0 | 0 | 6 | \$180.00 | \$15.00 | 12.0 |
| 7 | M-Tu 11a-11:58a | | KEZI New Midday | \$30.00 | 2.0 | 30 | 0 | 0 | 0 | 0 | 0 | \$0.00 | \$15.00 | 0.0 |
| 8 | M-F 4p-4:58p | | KEZI News at 4 | \$75.00 | 3.8 | 30 | 3 | 3 | 0 | 0 | 6 | \$450.00 | \$19.74 | 22.8 |
| 9 | M-F 4:58p-5:30p | | KEZI News At 5 | \$175.00 | 7.2 | 30 | 4 | 2 | 0 | 0 | 6 | \$1,050.00 | \$24.31 | 43.2 |
| <i>wk of 10/22 spots went from 4 to 2</i> | | | | | | | | | | | | | | |
| 10 | M 4:58p-5:30p | | KEZI News At 5 | \$175.00 | 7.2 | 30 | 0 | 0 | 0 | 0 | 0 | \$0.00 | \$24.31 | 0.0 |
| 11 | M-F 6p-7p | | KEZI News At 6 | \$165.00 | 4.9 | 30 | 4 | 4 | 0 | 0 | 8 | \$1,320.00 | \$33.67 | 39.2 |
| 12 | M 6p-7p | | KEZI News At 6 | \$165.00 | 4.9 | 30 | 0 | 0 | 0 | 0 | 0 | \$0.00 | \$33.67 | 0.0 |
| 13 | Su 4:58p-5:30p | | KEZI News At 5 | \$130.00 | 6.8 | 30 | 1 | 1 | 0 | 0 | 2 | \$260.00 | \$19.12 | 13.6 |
| 14 | Su 6p-7p | | KEZI News At 6 | \$130.00 | 4.3 | 30 | 1 | 1 | 0 | 0 | 2 | \$260.00 | \$30.23 | 8.6 |
| 15 | M-F 11p-11:35p | | KEZI News at 11 | \$80.00 | 2.3 | 30 | 2 | 1 | 0 | 0 | 3 | \$240.00 | \$34.78 | 6.9 |
| <i>wk of 10/15 spots went from 3 to 2wk of 10/22 spots went from 3 to 1</i> | | | | | | | | | | | | | | |
| 16 | M 11p-11:35p | | KEZI News at 11 | \$80.00 | 2.3 | 30 | 0 | 0 | 0 | 0 | 0 | \$0.00 | \$34.78 | 0.0 |
| 17 | Sa 11p-11:30p | | KEZI News At 11 | \$65.00 | 1.5 | 30 | 0 | 1 | 0 | 0 | 1 | \$65.00 | \$43.33 | 1.5 |
| <i>wk of 10/15 spot went from 1 to 0</i> | | | | | | | | | | | | | | |



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| Agency: Ax Media | Advertiser: Williams for East Lane County Commissioner | Market: Eugene-Springfield |
| 1251 NW Briarcliff Pkwy Suite 85 Kansas City, MO 64116 | Product: 2018 General Election | Office: DALLAS |
| | Agency Order #: 7823077 | Service: Nielsen |
| | Buyer: Mah, Eva | Primary Demo: Adults 35+ |
| | Salesperson: GLENN SIMS 214-525-2808 | Assistant: RHETT STUBBLEFIELD 214-525-2723 |
| | Separation: Sep:30 | Con Type: POLITICAL/VOTE |
| | | Total \$: \$5,555.00 |
| | | Total Spots: 51 |
| | | Total CPP: \$26.23 |
| | | Total GRP: 211.8 |
| | | Traffic #: 78637 |

| # | Day/Time | DP | Program | Rate | A35P Rating | Len | 10/15 - 11/5 | | | | Total Spots | Total \$ | CPP* | GRP* |
|--|--------------------|----|------------------------|----------|-------------|-----|--------------|-----------|----------|----------|-------------|-------------------|----------------|--------------|
| | | | | | | | 10/15 | 10/22 | 10/29 | 11/5 | | | | |
| 18 | Su 11p-11:35p | | KEZI News At 11 | \$65.00 | 1.5 | 30 | 0 | 1 | 0 | 0 | 1 | \$65.00 | \$43.33 | 1.5 |
| <i>wk of 10/15 spot went from 1 to 0</i> | | | | | | | | | | | | | | |
| 19 | M-F 4:58p-5:30p | | KEZI News At 5 | \$265.00 | 7.2 | 30 | 0 | 2 | 0 | 0 | 2 | \$530.00 | \$36.81 | 14.4 |
| <i>2 spots offered wk of 10/22</i> | | | | | | | | | | | | | | |
| 20 | M-F 11p-11:35p | | KEZI News at 11 | \$120.00 | 2.3 | 30 | 0 | 1 | 0 | 0 | 1 | \$120.00 | \$52.17 | 2.3 |
| <i>1 spot offered wk of 10/22</i> | | | | | | | | | | | | | | |
| 21 | M-F 5a-6a | | KEZI News This Morning | \$55.00 | 1.8 | 30 | 0 | 1 | 0 | 0 | 1 | \$55.00 | \$30.56 | 1.8 |
| <i>1 spot offered wk of 10/22</i> | | | | | | | | | | | | | | |
| TOTALS: | | | | | | | 24 | 27 | 0 | 0 | 51 | \$5,555.00 | \$26.23 | 211.8 |



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| Special Instructions | |
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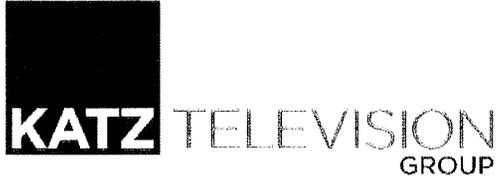
| Order Level Comments | | |
|----------------------|------------------|--|
| Date/Time | Added by | Comment |
| | | Flight to run Monday 10/15 - Tuesday 11/6.;REVISED 10/25 - Cut 10/29-11/6. |
| 10/25/18 3:03 PM | GOTOSTRATA\gsims | Please include ISCI and Estimate on all invoices. We are set up to receive invoices electronically: TV Invoices ID: 9916670 or TV16670 and RADIO Invoices ID: 9914861 OR RI14861. Marketron #184659, Spotdata #2095, eMediaTrade (AdCoreLocal) #EMT12794;Separation: 30 |
| 10/25/18 3:03 PM | GOTOSTRATA\gsims | Canceled by new revision |
| 10/24/18 3:22 PM | GLENN SIMS | pls let me know if this MG is ok. We need to a \$10 to make this work. however, we took \$15 off yesterday. (Leaves us with a difference of -\$5). please advise. thx! |
| 10/23/18 8:37 AM | Eva Mah | Other |
| 10/23/18 8:15 AM | GLENN SIMS | PLS SEE MGS ATTACHED W/RATE ADJUSTMENT. THX |
| 10/23/18 8:13 AM | Lisa VanDer Veen | Spots were preempted from yesterday's log. I am offering rates that will clear this week. If approved, they will air W-F of this week. |
| 10/23/18 7:54 AM | GLENN SIMS | *sorry to return - did these run last night? Thanks. -Glenn |
| 10/18/18 2:20 PM | Lisa VanDer Veen | Preempts are due to rate. Suggested are the next class level, which is more likely to clear. |
| 10/17/18 2:55 PM | GLENN SIMS | Sorry to return this again... Candidates have to run at the LUR. So, we'll need to move them to another week (if necessary) and keep the rate the same. thx |
| 10/17/18 2:52 PM | Lisa VanDer Veen | The preempt is due to rate. The suggested rate will clear during the time period. |
| 10/17/18 2:50 PM | GLENN SIMS | Looks like this MG came over +\$40. Please advise. thx! |
| 10/05/18 9:52 AM | System | Notice Received. |
| 10/05/18 8:37 AM | GLENN SIMS | Flight to run Monday 10/15 - Tuesday 11/6.;Please include ISCI and Estimate on all invoices. We are set up to receive invoices electronically: TV Invoices ID: 9916670 or TV16670 and RADIO Invoices ID: 9914861 OR RI14861. Marketron #184659, Spotdata #2095, eMediaTrade (AdCoreLocal) #EMT12794;Separation: 30 |

| Competitive Information | |
|-------------------------|--------------|
| Market Budget: | \$27,850 |
| KEZI Share: | 30% |
| Comment: | *SHARE EST'D |
| Unknown: | 70% |

| Daypart Summary | | | | | |
|-----------------|-------------|-----------|-------------------|----------------|--------------|
| Day/Time | % Distrib | Spots | Dollars | CPP | GRP |
| | 100% | 51 | \$5,555.00 | \$26.23 | 211.8 |
| Total | 100% | 51 | \$5,555.00 | \$26.23 | 211.8 |

| Monthly Summary | | |
|-----------------|-----------|-------------------|
| Month | Spots | Dollars |
| 2018-Oct | 51 | \$5,555.00 |
| 2018-Nov | 0 | \$0.00 |
| Total | 51 | \$5,555.00 |

| Transaction History | | | | | | | | | |
|---------------------|------------------|------------------|------------|-------|-------|-------------|-------------|---|--|
| Trans | Created/Received | Created by | Status | Spot+ | Spot- | \$ Chg | Contract \$ | Comment | |
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| Revision | 10/25/18 3:03 PM | GOTOSTRATA\gsims | Confirming | | 27 | \$-2,785.00 | \$5,565.00 | | |



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|-----------------------------------|------------------|------------------|-----------|-------|-------|------------|-------------|--|
| Trans | Created/Received | Created by | Status | Spot+ | Spot- | \$ Chg | Contract \$ | Comment |
| Makegood 3 | 10/24/18 3:18 PM | GLENN SIMS | Canceled | 1 | 2 | \$10.00 | \$8,350.00 | Changes: Total \$ from \$8,340.00 to \$8,350.00, Total Spots from 78 to 77, Total GRPs from 322.3 to 320.3, Total CPP from \$25.88 to \$26.07, Total GIMPs from 322 to 320, Total CPM from \$25,876.51 to \$26,069.31. 3 buylines added or modified. |
| Makegood 2 | 10/23/18 8:13 AM | GLENN SIMS | Confirmed | 4 | 7 | -\$15.00 | \$8,340.00 | Changes: Total \$ from \$8,385.00 to \$8,340.00, Total Spots from 80 to 78, Total GRPs from 325.7 to 322.3, Total CPP from \$25.74 to \$25.88, Total GIMPs from 326 to 322, Total CPM from \$25,744.55 to \$25,876.51. 7 buylines added or modified. |
| Makegood 1 | 10/18/18 2:20 PM | Lisa VanDer Veen | Canceled | | | \$0 | \$8,355.00 | Changes: Total \$ from \$8,355.00 to \$8,385.00, Total Spots from 81 to 80, Total GRPs from 326.4 to 325.7, Total CPP from \$25.60 to \$25.74, Total GIMPs from 0 to 326, Total CPM from \$0.00 to \$25,744.55. 4 buylines added or modified. |
| Queued for Electronic Contracting | 10/5/18 8:39 AM | | | | | \$0 | \$0 | |
| New | 10/5/18 8:35 AM | GLENN SIMS | Confirmed | 81 | | \$8,355.00 | \$8,355.00 | |

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| 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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