



**KATZ** TELEVISION  
GROUP

125 West 55th St  
New York, NY 10019

**Contract #** 26216119

**CPE:** 40/126/701

**Agency:** Ax Media

1251 NW Briarcliff Pkwy  
Suite 85  
Kansas City, MO 64116

**Changes as of:** 10/25/2018 at 3:19 PM

**Flight:** 10/15/18 - 11/11/18

**Advertiser:** Williams for East Lane  
County Commissioner

**Product:** 2018 General Election  
**Agency Order #:** 7823077

**Buyer:** Mah, Eva  
**Salesperson:** GLENN SIMS  
214-525-2808

**Separation:** Sep:30

**Version:** Current State Version 3

**Station:** KEZI

**Market:** Eugene-Springfield

**Office:** DALLAS

**Service:** Nielsen

**Primary Demo:** Adults 35+

**Assistant:** RHETT STUBBLEFIELD  
214-525-2723

**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
wk of 10/22 spots went from 4 to 2														
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
wk of 10/15 spots went from 3 to 2wk of 10/22 spots went from 3 to 1														
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
wk of 10/15 spot went from 1 to 0														



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<b>CPE:</b> 40/126/701	<b>Flight:</b> 10/15/18 - 11/11/18	<b>Station:</b> KEZI
<b>Agency:</b> Ax Media	<b>Advertiser:</b> Williams for East Lane County Commissioner	<b>Market:</b> Eugene-Springfield
1251 NW Briarcliff Pkwy Suite 85 Kansas City, MO 64116	<b>Product:</b> 2018 General Election	<b>Office:</b> DALLAS
	<b>Agency Order #:</b> 7823077	<b>Service:</b> Nielsen
	<b>Buyer:</b> Mah, Eva	<b>Primary Demo:</b> Adults 35+
	<b>Salesperson:</b> GLENN SIMS 214-525-2808	<b>Assistant:</b> RHETT STUBBLEFIELD 214-525-2723
	<b>Separation:</b> Sep:30	<b>Con Type:</b> POLITICAL/VOTE
		<b>Total \$:</b> \$5,555.00
		<b>Total Spots:</b> 51
		<b>Total CPP:</b> \$26.23
		<b>Total GRP:</b> 211.8
		<b>Traffic #:</b> 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
wk of 10/15 spot went from 1 to 0															
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
2 spots offered wk of 10/22															
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
1 spot offered wk of 10/22															
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
1 spot offered wk of 10/22															
TOTALS:							24	27	0	0		51	\$5,555.00	\$26.23	211.8



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Special Instructions	

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
<b>Total</b>	<b>100%</b>	<b>51</b>	<b>\$5,555.00</b>	<b>\$26.23</b>	<b>211.8</b>

Monthly Summary		
Month	Spots	Dollars
2018-Oct	51	\$5,555.00
2018-Nov	0	\$0.00
<b>Total</b>	<b>51</b>	<b>\$5,555.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
								Changes: Comments from 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 to 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, Total \$ from \$8,350.00 to \$5,555.00, Total GRPs from 320.3 to 211.8, Total Spots from 77 to 51, Total CPP from \$26.07 to \$26.23. 21 buylines added or modified.
Revision	10/25/18 3:03 PM	GOTOSTRATA\gsims	Confirming		27	\$-2,785.00	\$5,565.00	



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Transaction History								
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	

<b>Non-Discrimination Policy</b>	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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