

CONTRACT

Ver 2



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

kobi5.com

And:

Target Enterprises  
15260 Ventura Blvd Suite 1240  
Sherman Oaks, CA 91403

|                                       |  |   |
|---------------------------------------|--|---|
| Contract / Revision<br>14422 /        |  | Alt Order #<br>25219344                         |
| Product<br>NO on 97 - Defeat th       |  |   |
| Contract Dates<br>11/07/16 - 11/08/16 |  | Estimate #<br>1887                              |
| Advertiser<br>Defeat the Tax          |  | Original Date / Revision<br>11/04/16 / 11/04/16 |
| Billing Cycle<br>EOM/EOC              | Billing Calendar<br>Broadcast            | Cash/Trade<br>Cash                              |
| Station<br>KOBI                       | Account Executive<br>Los Angeles Katz Ea | Sales Office<br>Katz-Los Angele                 |
| Special Handling                      |  |   |
| Demographic<br>Adults 35+             |  |   |
|                                       |  | Total Ratings<br>83.70                          |
| IDB#                                  | Advertiser Code                          | Product Code                                    |
| Agency Ref                            |  | Advertiser Ref                                  |

| *Line | Ch  | Start Date        | End Date        | Description           | Start/End Time   | Days | Length  | Spots/Week        | Rate        | Rtn           | Type | Spots | Amount     |
|-------|-----|-------------------|-----------------|-----------------------|------------------|------|---------|-------------------|-------------|---------------|------|-------|------------|
| 1     | All | 11/07/16          | 11/08/16        | Today Show I          | 7:00 AM-9:00 AM  |      | :30     |                   |             |               | NM   | 2     | \$160.00   |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |         | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |     | 11/07/16          | 11/13/16        | MT-----               |                  |      |         | 2                 | \$80.00     | 2.20          |      |       |            |
| 2     | All | 11/07/16          | 11/07/16        | Mon Prime Other       | 7:58 PM-10:00 PM |      | :30     |                   |             |               | NM   | 1     | \$800.00   |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |         | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |     | 11/07/16          | 11/13/16        | M-----                |                  |      |         | 1                 | \$800.00    | 6.10          |      |       |            |
| N 3   | All | 11/07/16          | 11/08/16        | NBC5 News @ Sunrise   | 6a-7a            |      | :15/:15 |                   |             |               | BK   | 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: |     | 11/07/16          | 11/13/16        | MT-----               |                  |      |         | 2                 | \$600.00    | 2.40          |      |       |            |
| N 4   | All | 11/07/16          | 11/08/16        | Today Show I          | 7a-9a            |      | :15/:15 |                   |             |               | BK   | 2     | \$1,100.00 |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |         | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |     | 11/07/16          | 11/13/16        | MT-----               |                  |      |         | 2                 | \$550.00    | 4.40          |      |       |            |
| N 5   | All | 11/07/16          | 11/08/16        | Today Show II         | 9a-10a           |      | :15/:15 |                   |             |               | BK   | 1     | \$300.00   |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |         | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |     | 11/07/16          | 11/13/16        | MT-----               |                  |      |         | 1                 | \$300.00    | 2.60          |      |       |            |
| N 6   | All | 11/07/16          | 11/07/16        | NBC5 News @ 5p        | 5p-530p          |      | :15/:15 |                   |             |               | BK   | 1     | \$750.00   |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |         | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |     | 11/07/16          | 11/13/16        | M-----                |                  |      |         | 1                 | \$750.00    | 6.20          |      |       |            |
| N 7   | All | 11/07/16          | 11/07/16        | M-F NBC Nightly News  | 530p-6p          |      | :15/:15 |                   |             |               | PB   | 1     | \$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: |     | 11/07/16          | 11/13/16        | M-----                |                  |      |         | 1                 | \$1,000.00  | 9.60          |      |       |            |
| N 8   | All | 11/07/16          | 11/07/16        | M-F NBC5 News @ 6p    | 6:00 PM-6:30 PM  |      | :15/:15 |                   |             |               | BK   | 1     | \$950.00   |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |         | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |     | 11/07/16          | 11/13/16        | M-----                |                  |      |         | 1                 | \$950.00    | 4.40          |      |       |            |
| N 9   | All | 11/07/16          | 11/07/16        | M-F NBC5 News @ 6p    | 6:30 PM-7:00 PM  |      | :15/:15 |                   |             |               | BK   | 1     | \$950.00   |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |         | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |     | 11/07/16          | 11/13/16        | M-----                |                  |      |         | 1                 | \$950.00    | 3.80          |      |       |            |
| N 10  | All | 11/07/16          | 11/07/16        | NBC5 News @ 7p        | 7-730p           |      | :15/:15 |                   |             |               | BK   | 1     | \$500.00   |
|       |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |         | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |            |
| Week: |     | 11/07/16          | 11/13/16        | M-----                |                  |      |         | 1                 | \$500.00    | 2.20          |      |       |            |
| N 11  | All | 11/07/16          | 11/07/16        | Entertainment Tonight | 730-8            |      | :15/:15 |                   |             |               | BK   | 1     | \$300.00   |
|       |     | <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

|  |  |  |
|--|--|--|
| <u>Contract / Revision</u><br>14422 /        |  | <u>Alt Order #</u><br>25219344                         |
| <u>Contract Dates</u><br>11/07/16 - 11/08/16 | <u>Product</u><br>NO on 97 - Defeat th | <u>Estimate #</u><br>1887                              |
| <u>Advertiser</u><br>Defeat the Tax          |  | <u>Original Date / Revision</u><br>11/04/16 / 11/04/16 |

| *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:  |     | 11/07/16          | 11/13/16        | M-----                |                  |      |         | 1                 | \$300.00    | 2.60          |      |       |             |
| N 12   | All | 11/07/16          | 11/07/16        | Mon Prime Other       | 7:58 PM-10:00 PM |      | :15/:15 |                   |             |               | BK   | 1     | \$3,000.00  |
|        |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |         | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |     | 11/07/16          | 11/13/16        | M-----                |                  |      |         | 1                 | \$3,000.00  | 12.20         |      |       |             |
| N 13   | All | 11/07/16          | 11/07/16        | Mon Prime Hr 3        | 10p-11p          |      | :15/:15 |                   |             |               | BK   | 1     | \$500.00    |
|        |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |         | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |     | 11/07/16          | 11/13/16        | M-----                |                  |      |         | 1                 | \$500.00    | 7.20          |      |       |             |
| N 14   | All | 11/07/16          | 11/07/16        | Mon Prime Hr 3 L13    | 10p-11p          |      | :15/:15 |                   |             |               | PB   | 1     | \$500.00    |
|        |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |         | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |     | 11/07/16          | 11/13/16        | M-----                |                  |      |         | 1                 | \$500.00    | 7.20          |      |       |             |
| N 15   | All | 11/07/16          | 11/07/16        | Late 11p News M-F L14 | 11p-1135p        |      | :15/:15 |                   |             |               | BK   | 1     | \$300.00    |
|        |     | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |                  |      |         | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |      |       |             |
| Week:  |     | 11/07/16          | 11/13/16        | M-----                |                  |      |         | 1                 | \$300.00    | 1.60          |      |       |             |
| Totals |     |                   |                 |                       |                  |      |         |                   |             | 83.70         |      | 18    | \$12,310.00 |

| Time Period         | # of Spots | Gross Amount | Agency Comm. | Net Amount  |
|---------------------|------------|--------------|--------------|-------------|
| 10/31/16 - 11/08/16 | 18         | \$12,310.00  | (\$1,846.50) | \$10,463.50 |
| Totals              | 18         | \$12,310.00  | (\$1,846.50) | \$10,463.50 |

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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125 West 55th St  
New York, NY 10019

Contract # 25219344 Changes as of: 11/4/2016 at 11:38 AM Version: Highlighting Revision 2  
CPE: /OR TAX/1887 Flight: 11/7/16 - 11/8/16 Station: KOB  
Agency: TARGET ENTERPRISES Advertiser: Defeat the Tax on OR Sales Market: Medford-Ashland  
Product: NO on 97 - Defeat the Tax on OR Sales Office: LOS ANGELES  
TARGET ENTERPRISES 15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403  
Total \$: \$12,310.00  
Total Spots: 33  
Total CPP: \$147.07

Agency Order #: Primary Demo: Adults 35+  
Buyer: MEREDITH MARCUS Con Type: POLITICAL/VOTE  
Salesperson: STEVE BANKA Assistant: CARL SKINNER  
323-966-5021 323-966-5023  
Comments: REVISION: ADD TO SCHED LINES 3-14 (+\$11,350); PLEASE CONFIRM OR ADVISE - THANKS

Total GRP: 83.7  
Traffic #: 14422  
Separation:

| #          | Day/Time                   | DP | Program              | Rate       | A35P Rating | Len | 11/7  | 11/7 - 11/7 | Total Spots | Total \$    | CPP      | GRP  |
|------------|----------------------------|----|----------------------|------------|-------------|-----|-------|-------------|-------------|-------------|----------|------|
| REV+ 3     | M-Tu 6a-7a<br>[BOOKENDS]   |    | 5 NEWS @ SUNRISE 6A  | \$300.00   | 1.2         | 15  | 0 1 4 |             | 4           | \$1,200.00  | \$250.00 | 4.8  |
| REV+ 4     | M-Tu 7a-9a<br>[BOOKENDS]   |    | TODAY SHOW           | \$275.00   | 2.2         | 15  | 0 1 4 |             | 4           | \$1,100.00  | \$125.00 | 8.8  |
| REV+ 5     | M-Tu 9a-10a<br>[BOOKENDS]  |    | TODAY SHOW 2         | \$150.00   | 1.3         | 15  | 0 1 2 |             | 2           | \$300.00    | \$115.38 | 2.6  |
| REV+ 6     | M 5p-5:30p<br>[BOOKENDS]   |    | 5 NEWS @ 5P          | \$375.00   | 3.1         | 15  | 0 1 2 |             | 2           | \$750.00    | \$120.97 | 6.2  |
| REV+ 7     | M 5:30p-6p<br>[BOOKENDS]   |    | NBC NIGHTLY NEWS     | \$500.00   | 4.8         | 15  | 0 1 2 |             | 2           | \$1,000.00  | \$104.17 | 9.6  |
| REV+ 8     | M 6p-6:30p<br>[BOOKENDS]   |    | 5 NEWS @ 6P          | \$475.00   | 2.2         | 15  | 0 1 2 |             | 2           | \$950.00    | \$215.91 | 4.4  |
| REV+ 9     | M 6:30p-7p<br>[BOOKENDS]   |    | 5 NEWS @ 630P        | \$475.00   | 1.9         | 15  | 0 1 2 |             | 2           | \$950.00    | \$250.00 | 3.8  |
| REV+ 10    | M 7p-7:30p<br>[BOOKENDS]   |    | 5 NEWS @ 7P          | \$250.00   | 1.1         | 15  | 0 1 2 |             | 2           | \$500.00    | \$227.27 | 2.2  |
| REV+ 11    | M 7:30p-8p<br>[BOOKENDS]   |    | ENT TONIGHT          | \$150.00   | 1.3         | 15  | 0 1 2 |             | 2           | \$300.00    | \$115.38 | 2.6  |
| REV+ 12    | M 8p-10p<br>[BOOKENDS]     |    | THE VOICE            | \$1,500.00 | 6.1         | 15  | 0 1 2 |             | 2           | \$3,000.00  | \$245.90 | 12.2 |
| REV+ 13    | M 10p-11p<br>[BOOKENDS]    |    | SNL ELECTION SPECIAL | \$250.00   | 3.6         | 15  | 0 1 4 |             | 4           | \$1,000.00  | \$69.44  | 14.4 |
| REV+ 14    | M 11p-11:35p<br>[BOOKENDS] |    | 5 NEWS @ 11P         | \$150.00   | 0.8         | 15  | 0 1 2 |             | 2           | \$300.00    | \$187.50 | 1.6  |
| TOTALS: 33 |                            |    |                      |            |             |     |       |             | 33          | \$12,310.00 | \$147.07 | 83.7 |





125 West 55th St  
New York, NY 10019

# KATZ TELEVISION GROUP

|   |  |   |  |   |  |
|---|--|---|--|---|--|
| <b>Contract #</b> 25219344                            |  | <b>Changes as of:</b> 11/4/2016 at 11:38 AM   |  | <b>Version:</b> Highlighting Revision 2 |  |
| <b>CPE:</b> /OR TAX/1887                              |  | <b>Flight:</b> 11/7/16 - 11/8/16              |  | <b>Station:</b> KOB                     |  |
| <b>Agency:</b> TARGET ENTERPRISES                     |  | <b>Advertiser:</b> Defeat the Tax on OR Sales |  | <b>Market:</b> Medford-Ashland          |  |
| <b>Product:</b> NO on 97 - Defeat the Tax on OR Sales |  | <b>Office:</b> LOS ANGELES                    |  | <b>Total Spots:</b> 33                  |  |
| <b>Agency Order #:</b> MEREDITH MARCUS                |  | <b>Buyer:</b> STEVE BANKA                     |  | <b>Total CPP:</b> \$147.07              |  |
| <b>Salesperson:</b> 323-966-5021                      |  | <b>Assistant:</b> CARL SKINNER                |  | <b>Separation:</b>                      |  |
| <b>Primary Demo:</b> Adults 35+                       |  | <b>Con Type:</b> POLITICAL/VOTE               |  | <b>Total GRP:</b> 83.7                  |  |
| <b>Agency Order #:</b> MEREDITH MARCUS                |  | <b>Buyer:</b> STEVE BANKA                     |  | <b>Traffic #:</b> 14422                 |  |
| <b>Salesperson:</b> 323-966-5021                      |  | <b>Assistant:</b> CARL SKINNER                |  | <b>Separation:</b>                      |  |

| Special Instructions |  |
|----------------------|--|
|                      |  |

| Order Level Comments |              |  |
|----------------------|--------------|--|
| Date/Time            | Added by     | Comment  |
| 11/04/16 11:38 AM    | CARL SKINNER | REVISION: ADD TO SCHED LINES 3-14 (+\$11,350); PLEASE CONFIRM OR ADVISE - THANKS     |
| 08/12/16 4:29 PM     | CARL SKINNER | NEW ORDER TARGET VARIOUS; W/O 11/07; ORDER 9 OF 9; PLEASE CONFIRM OR ADVISE - THANKS |
| 06/20/16 11:41 AM    | CARL SKINNER | NEW ORDER TARGET VARIOUS; W/O 11/07; ORDER 9 OF 9; PLEASE CONFIRM OR ADVISE - THANKS |

| Competitive Information |          |  |  |
|-------------------------|----------|--|--|
| Market Budget:          | \$76,938 |  |  |
| KOB Share:              | 16%      |  |  |
| Comment:                |          |  |  |
| Unknown:                | 84%      |  |  |

| Daypart Summary |           |       |          |
|-----------------|-----------|-------|----------|
| Day/Time        | % Distrib | Spots | GRP      |
|                 | 100%      | 33    | \$147.07 |
| Total           | 100%      | 33    | \$147.07 |

| Monthly Summary |       |             |             |
|-----------------|-------|-------------|-------------|
| Month           | Spots | Dollars     |             |
| 2016-Nov        | 33    | \$12,310.00 | \$12,310.00 |
| Total           | 33    | \$12,310.00 | \$12,310.00 |

| Transaction History               |                  |              |           |       |       |             |
|-----------------------------------|------------------|--------------|-----------|-------|-------|-------------|
| Trans                             | Created/Received | Created by   | Status    | Spot+ | Spot- | \$ Chg      |
| Revision                          | 11/4/16 11:38 AM | CARL SKINNER | Revised   | 30    |       | \$11,350.00 |
| Queued for Electronic Contracting | 8/17/16 4:06 PM  |              |           |       |       | \$0         |
| Queued for Electronic Contracting | 8/15/16 3:28 PM  |              |           |       |       | \$0         |
| Revision                          | 8/12/16 4:29 PM  | CARL SKINNER | Confirmed |       |       | \$0         |
| Queued for Electronic Contracting | 6/21/16 8:24 AM  |              |           |       |       | \$0         |
| New                               | 6/20/16 11:41 AM | CARL SKINNER | New       | 3     |       | \$960.00    |

| Contract \$ | Comment   |
|-------------|---|
| \$12,310.00 | Changes: Total Spots from 3 to 33. Calculated Dollars from \$960.00 to \$12,310.00. Total CPP from \$91.43 to \$147.07. Competitive Market Budget from \$6,000 to \$76,938. Total \$ from \$960.00 to \$12,310.00. Total GRPs from 10.5 to 83.7. Comments from REVISED TO UPDATE ADVERTISER NAME: DEFEAT THE TAX ON OREGON SALES; UPDATED ESTIMATE NUMBER; NO OTHER CHANGES MADE; PLEASE CONFIRM OR ADVISE - THANKS TO REVISION; ADD TO SCHED LINES 3-14 (+\$11,350); PLEASE CONFIRM OR ADVISE - THANKS, User Entered \$ from \$960.00 to \$12,310.00. 12 buylines added or modified. |

| Contract \$ | Comment   |
|-------------|---|
| \$0         | Changes: Comments from NEW ORDER TARGET VARIOUS; W/O 11/07; ORDER 9 OF 9; PLEASE CONFIRM OR ADVISE - THANKS TO REVISION; ADD TO SCHED LINES 3-14 (+\$11,350); PLEASE CONFIRM OR ADVISE - THANKS, User Entered \$ from \$960.00 to \$12,310.00. 12 buylines added or modified. |



125 West 55th St  
New York, NY 10019

KATZ TELEVISION  
GROUP

| Contract # 25219344  |  | Changes as of: 11/4/2016 at 11:38 AM           |  | Version: Highlighting Revision 2     |  |
|--|--|--|--|--------------------------------------|--|
| CPE: /OR TAX/1887  |  | Flight: 11/7/16 - 11/8/16                      |  | Station: KOBI                        |  |
| Agency: TARGET ENTERPRISES   |  | Advertiser: Defeat the Tax on OR Sales         |  | Market: Medford-Ashland              |  |
| TARGET ENTERPRISES 15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403 |  | Product: NO on 97 - Defeat the Tax on OR Sales |  | Office: LOS ANGELES                  |  |
|  |  | Agency Order #:                                |  | Primary Demo: Adults 35+             |  |
|  |  | Buyer: MEREDITH MARCUS                         |  | Con Type: POLITICAL/VOTE             |  |
|  |  | Salesperson: STEVE BANKA 323-966-5021          |  | Assistant: CARL SKINNER 323-966-5023 |  |
|  |  |  |  | Total GRP: 83.7                      |  |
|  |  |  |  | Traffic #: 14422                     |  |
|  |  |  |  | Separation:                          |  |
|  |  |  |  | Total Spots: 33                      |  |
|  |  |  |  | Total CPP: \$147.07                  |  |
|  |  |  |  | Total \$: \$12,310.00                |  |

|                           |   |
|---------------------------|---|
| 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. |
|---------------------------|---|