

CONTRACT

Ver 4



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

kobi5.com

And:

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

<u>Contract / Revision</u> 14417 / 1		<u>Alt Order #</u> 25205457
<u>Product</u> NO on 97 - Defeat th		
<u>Contract Dates</u> 10/10/16 - 10/16/16		<u>Estimate #</u> 1883
<u>Advertiser</u> Defeat the Tax		<u>Original Date / Revision</u> 08/17/16 / 10/10/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOB	<u>Account Executive</u> Los Angeles Katz Ea	<u>Sales Office</u> Katz-Los Angele
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 166.00
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<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
1	All	10/10/16	10/14/16	Today Show I L2	7:00 AM-9:00 AM		:30				NM	10	\$800.00
		<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	MTWTF--				10	\$80.00	2.20			
2	All	10/10/16	10/14/16	NBC5 News @ 5p L3	5:00 PM-5:30 PM		:30				NM	5	\$600.00
		<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	MTWTF--				5	\$120.00	3.10			
3	All	10/10/16	10/14/16	M-F NBC Nightly News L4	5:30 PM-6:00 PM		:30				NM	4	\$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:		10/10/16	10/16/16	MTWTF--				4	\$250.00	4.80			
4	All	10/10/16	10/14/16	M-F NBC5 News @ 6p L5	6:00 PM-6:30 PM		:30				NM	5	\$750.00
		<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	MTWTF--				5	\$150.00	2.20			
5	All	10/10/16	10/14/16	M-F NBC5 News @ 6p L6	6:30 PM-7:00 PM		:30				NM	5	\$675.00
		<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	MTWTF--				5	\$135.00	1.90			
6	All	10/10/16	10/10/16	Mon Prime Other L7	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:		10/10/16	10/16/16	M-----				1	\$800.00	6.50			
7	All	10/11/16	10/11/16	Tue Prime Hr 1 L9	8:00 PM-9:00 PM		:30				NM	1	\$900.00
		<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	-T-----				1	\$900.00	6.50			
E 8	All	10/13/16	10/13/16	Thu Prime Hr 2 L11	9:00 PM-10:00 PM		: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:		10/10/16	10/16/16	---T---				1	\$400.00	4.10			
	<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	10/10/16-10/16/16	Thu Prime Hr 2 L11	9:00 PM-10:00 PM	----Th-----	:30		\$400.00	4.10	NM		
			See MG 8.2										
	2	All	10/10/16-10/16/16	Thu Prime Hr 2 L11/21	9:00 PM-10:00 PM	----Th-----	:30		\$400.00	4.10	NM		
			Ⓜ MG for 8.1 10/13										
E 9	All	10/15/16	10/15/16	NBC5 News @ 6p Sa L12	6:00 PM-6:30 PM		: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:		10/10/16	10/16/16	-----S-				1	\$80.00	2.20			

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

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Medford, OR 97501
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Contract / Revision		Alt Order #
14417 / 1		25205457
Contract Dates	Product	Estimate #
10/10/16 - 10/16/16	NO on 97 - Defeat th	1883
Advertiser		Original Date / Revision
Defeat the Tax		08/17/16 / 10/10/16

*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>			
		<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	10/10/16-10/16/16	NBC5 News @ 6p Sa L12	6:00 PM-6:30 PM	-----Sa--	:30	\$80.00	2.20	NM		
		See MG 9.2											
		2	All	10/10/16-10/16/16	NBC5 News Sat 8p L12/22	8-830p	-----Sa--	:30	\$80.00	2.20	NM		
		Ⓜ MG for 9.1 10/15											
10	All	10/15/16	10/15/16	Saturday Night Live L13	11:35 PM-1:00 XM		:30				NM	1	\$220.00
		<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	-----S-				1	\$220.00	2.80			
11	All	10/16/16	10/16/16	Meet the Press L14	8:00 AM-9:00 AM		:30				NM	1	\$95.00
		<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	-----S				1	\$95.00	3.10			
12	All	10/16/16	10/16/16	Regular Season L16	5:20 PM-8:30 PM		:30				NM	2	\$2,500.00
		<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	-----S				2	\$1,250.00	10.60			
13	All	10/10/16	10/14/16	NBC5 News @ Sunrise L18	6a-7a		:30				NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	MTWTF--				5	\$80.00	1.20			
14	All	10/10/16	10/14/16	Today Show II L19	9a-10a		:30				NM	5	\$375.00
		<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	MTWTF--				5	\$75.00	1.30			
15	All	10/10/16	10/14/16	Entertainment Tonight L20	730-8		:30				NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	MTWTF--				5	\$60.00	1.30			
N 16	All	10/10/16	10/10/16	Dr. Oz L23	4p-5p		:30				NM	1	\$150.00
		<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	\$150.00	2.00			
N 17	All	10/10/16	10/10/16	NBC5 News @ 5p L24	5p-530p		:30				NM	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:		10/10/16	10/16/16	M-----				1	\$300.00	3.10			
N 18	All	10/10/16	10/10/16	M-F NBC5 News @ 6p L25	6p-7p		:30				NM	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:		10/10/16	10/16/16	M-----				1	\$300.00	2.00			
N 19	All	10/10/16	10/10/16	NBC5 News @ 7p L26	7-730p		:30				NM	1	\$125.00
		<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	\$125.00	1.30			
N 20	All	10/10/16	10/10/16	Entertainment Tonight L27	730-8		: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:		10/10/16	10/16/16	M-----				1	\$75.00	1.30			
N 21	All	10/10/16	10/10/16	Mon Prime Other L28	8p-10p		: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:		10/10/16	10/16/16	M-----				1	\$2,000.00	6.10			
N 22	All	10/10/16	10/10/16	Timeless L29	10p-11p		:30				NM	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:		10/10/16	10/16/16	M-----				1	\$500.00	3.60			
N 23	All	10/10/16	10/10/16	Late 11p News M-F L30	11p-1135p		:30				NM	1	\$150.00
		<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	\$150.00	2.00			
N 24	All	10/10/16	10/10/16	Tonight Show: Fallon L31	1135p-1236a		:30				NM	1	\$125.00

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Contract / Revision		Alt Order #
14417 / 1		25205457
Contract Dates		Product
10/10/16 - 10/16/16		NO on 97 - Defeat th
		Estimate #
		1883
Advertiser		Original Date / Revision
Defeat the Tax		08/17/16 / 10/10/16

*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	\$125.00	2.00			
Totals										166.00		61	\$13,620.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/16/16	61	\$13,620.00	(\$2,043.00)	\$11,577.00
Totals	61	\$13,620.00	(\$2,043.00)	\$11,577.00

Signature: _____

Date: _____

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125 West 55th St
New York, NY 10019

KATZ TELEVISION
GROUP

Contract # 25205457 Changes as of: 10/10/2016 at 2:47 PM Version: Highlighting Revision 3
CPE: /OR TAX/1883 Station: KOB
Agency: TARGET Advertiser: Defeat the Tax on OR Market: Medford-Ashland
ENTERPRISES Sales
Product: NO on 97 - Defeat the Office: LOS ANGELES
TARGET Tax on OR Sales
ENTERPRISES 15260
VENTURA BLVD
SUITE 1240 SHERMAN
OAKS CA 91403

Agency Order #: Primary Demo: Adults 35+ Total GRP: 165.6
Buyer: MEREDITH MARCUS Con Type: POLITICAL/VOTE Traffic #: 14417
Salesperson: STEVE BANKA Assistant: CARL SKINNER Separation:
323-966-5021 323-966-5023

Comments: REVISION: ADD TO SCHED LINES 23-31 MON ONLY (+\$3725.00); PLEASE CONFIRM OR ADVISE - THANKS

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/10	10/10 - 10/10	Total Spots	Total \$	CPP	GRP
18	M-F 6a-7a		5 NEWS @ SUNRISE	\$80.00	1.2	30	5		5	\$400.00	\$66.67	6.0
19	M-F 9a-10a		TODAY SHOW 2	\$75.00	1.3	30	5		5	\$375.00	\$57.69	6.5
20	M-F 7:30p-8p		ENT TONIGHT	\$60.00	1.3	30	5		5	\$300.00	\$46.15	6.5
REV+ 23	M 4p-5p		DR OZ	\$150.00	2.0	30	0 1		1	\$150.00	\$75.00	2.0
ADD TO SCHED LINES 23-31												
REV+ 24	M 5p-5:30p		NEWS @ 5P	\$300.00	3.1	30	0 1		1	\$300.00	\$96.77	3.1
REV+ 25	M 6p-7p		NEWS @ 6P	\$300.00	2.0	30	0 1		1	\$300.00	\$150.00	2.0
REV+ 26	M 7p-7:30p		NEWS @ 7P	\$125.00	1.3	30	0 1		1	\$125.00	\$96.15	1.3
REV+ 27	M 7:30p-8p		ENT TONIGHT	\$75.00	1.3	30	0 1		1	\$75.00	\$57.69	1.3
REV+ 28	M 8p-10p		THE VOICE	\$2,000.00	6.1	30	0 1		1	\$2,000.00	\$327.87	6.1
REV+ 29	M 10p-11p		TIMELESS	\$500.00	3.6	30	0 1		1	\$500.00	\$138.89	3.6
REV+ 30	M 11p-11:35p		NEWS @ 11P	\$150.00	2.0	30	0 1		1	\$150.00	\$75.00	2.0
REV+ 31	M 11:35p-12:37a		FALLON	\$125.00	2.0	30	0 1		1	\$125.00	\$62.50	2.0
TOTALS:									61	\$13,620.00	\$82.25	165.6



125 West 55th St
New York, NY 10019

KATZ TELEVISION
GROUP

Contract # 25205457	Changes as of: 10/10/2016 at 2:47 PM	Version: Highlighting Revision 3
CPE: /OR TAX/1883	Flight: 10/10/16 - 10/16/16	Station: KOB
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
		Traffic #: 14417
		Separation:
		Total GRP: 165.6
		Total Spots: 61
		Total CPP: \$82.25
		Total \$: \$13,620.00

Special Instructions	
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Order Level Comments			
Date/Time	Added by	Comment	
10/10/16 2:47 PM	CARL SKINNER	REVISION: ADD TO SCHED LINES 23-31 MON ONLY (+\$3725.00); PLEASE CONFIRM OR ADVISE - THANKS	
10/05/16 3:49 PM	CARL SKINNER	MG APPROVED	
10/03/16 9:33 AM	CARL SKINNER	REVISION: ADD TO SCHED LINES 18-20 (+\$1075); PLEASE CONFIRM OR ADVISE - THANKS	
08/12/16 2:05 PM	CARL SKINNER	NEW ORDER TARGET VARIOUS; W/O 10/10; ORDER 5 OF 9; PLEASE CONFIRM OR ADVISE - THANKS	
06/17/16 2:54 PM	CARL SKINNER	NEW ORDER TARGET VARIOUS; W/O 10/10; ORDER 5 OF 9; PLEASE CONFIRM OR ADVISE - THANKS	

Competitive Information	
Market Budget: \$85,125	
KOB Share: 16%	
Comment:	
Unknown: 84%	

Daypart Summary			
Day/Time	% Distrib	Spots	GRP
	100%	61	165.6
Total	100%	61	165.6

Monthly Summary		
Month	Spots	Dollars
2016-Oct	61	\$13,620.00
Total	61	\$13,620.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	10/10/16 2:47 PM	CARL SKINNER	Revised	9		\$3,725.00
Makegood 1	10/5/16 3:22 PM	CARL SKINNER	Confirmed	2	2	\$0
Revision	10/3/16 9:33 AM	CARL SKINNER	Confirmed	15		\$1,075.00
Queued for Electronic Contracting	8/17/16 4:06 PM					\$0
Queued for Electronic Contracting	8/15/16 3:27 PM					\$0

Changes: Default Spot Length to 30, Total Spots from 52 to 61, Calculated Dollars from \$9,895.00 to \$13,620.00, Total CPP from \$69.59 to \$82.25, Competitive Market Budget from \$61,844 to \$85,125, Total \$ from \$9,895.00 to \$13,620.00, Total GRPs from 142.2 to 165.6, Comments from REVISION: ADD TO SCHED LINES 18-20 (+\$1075); PLEASE CONFIRM OR ADVISE - THANKS TO REVISION: ADD TO SCHED LINES 23-31 MON ONLY (+\$3725.00); PLEASE CONFIRM OR ADVISE - THANKS; User Entered \$ from \$9,895.00 to \$13,620.00, 12 buylines added or modified.

Changes: Total GIMPs to 142, Total CPM from \$0.00 to \$69,585.09, 4 buylines added or modified.

Changes: Total Spots from 37 to 52, Calculated Dollars from \$8,820.00 to \$9,895.00, Total GRPs from 123.2 to 142.2, Total CPP from \$71.59 to \$69.59, Competitive Market Budget from \$55,125 to \$61,844, Total \$ from \$8,820.00 to \$9,895.00, Comments from REVISION: ADD TO SCHED LINES 18-20 (+\$1075); PLEASE CONFIRM OR ADVISE - THANKS TO REVISION: ADD TO SCHED LINES 23-31 MON ONLY (+\$3725.00); PLEASE CONFIRM OR ADVISE - THANKS; User Entered \$ from \$8,820.00 to \$9,895.00, 3 buylines added or modified.



125 West 55th St
New York, NY 10019

KATZ TELEVISION
GROUP

Contract # 25205457		Changes as of: 10/10/2016 at 2:47 PM		Version: Highlighting Revision 3	
CPE: FOR TAX/1883		Flight: 10/10/16 - 10/16/16		Station: KOB	
Agency: TARGET ENTERPRISES TARGET ENTERPRISES 15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403		Advertiser: Defeat the Tax on OR Sales		Market: Medford-Ashland	
		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: 165.6	
				Traffic #: 14417	
				Separation:	
				Total \$: \$13,620.00	
				Total Spots: 61	
				Total CPP: \$82.25	

Transaction History						
Trans	Created/Received	Created by	Status	Spot++	Spot-	\$ Chg
Revision	8/12/16 2:05 PM	CARL SKINNER	Confirmed			\$0
Queued for Electronic Contracting	6/21/16 8:23 AM					\$0
New	6/17/16 2:54 PM	CARL SKINNER	New	37		\$8,820.00
						\$0
						\$8,820.00

Changes: Comments from NEW ORDER TARGET VARIOUS; W/O 10/10; ORDER 5 OF 9; PLEASE CONFIRM OR ADVISE - THANKS TO REVISED TO UPDATE ADVERTISER NAME: DEFEAT THE TAX ON OREGON SALES; UPDATED ESTIMATE NUMBER; NO OTHER CHANGES MADE; PLEASE CONFIRM OR ADVISE - THANKS; Advertiser from Target Various to Defeat the Tax on OR Sales, Estimate Code from 10/10 to 1883, Product from TARGET VARIOUS to NO on 97 - Defeat the Tax on OR Sales.

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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