



WTVU
PO Box 470
Rockford, IL 61105

WestRogers, LLC
6075 Poplar Avenue, Suite 104
Memphis, TN 38119

Contract # 1305104

Schedule Dates 03/11/16-03/15/16
Advertiser Ted Cruz/US President/Republican (76403)
Agency WestRogers, LLC (19604)
Product Political - President (1071)
Brand TED CRUZ / PRESIDENT / REPUBLICAN - PRIMAR
Salesperson Millennium - Washington D, Washington DC (1421)
Sales Office Millennium - Washington DC
Buyer Name West, Becky
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments CRUZ FOR PRESIDENT
NEW POLITICAL ORDER - PLS CF - THANKS
12N CUTOFF ON 3/15

Date Entered 03/10/16
Last Modified 03/10/16
Entered By Barb McDermott
CO-OP No
Headline # ECR25091273
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,209.50
Net Total \$12,520.50
Sales Tax

Rockford (WTVU)
By Broadcast Month
Mar. 2016
Grand Total: 54 Spots
Rate \$14,730.00
\$14,730.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	03/11/16-03/11/16	4	:30	5A- 6A (CST)						2			2	\$90.00	\$180.00	Rockford (WTVU)	NEWS	3/10/16
2.0	Normal Line / SPOT	03/11/16-03/11/16	4	:30	6A- 7A (CST)						2			2	\$130.00	\$260.00	Rockford (WTVU)	NEWS	3/10/16
3.0	Normal Line / SPOT	03/11/16-03/11/16	4	:30	7A- 9A (CST)						2			2	\$200.00	\$400.00	Rockford (WTVU)	GMA	3/10/16
4.0	Normal Line / SPOT	03/12/16-03/12/16	4	:30	7A- 8A (CST)						1			1	\$125.00	\$125.00	Rockford (WTVU)	GMA SAT	3/10/16
5.0	Normal Line / SPOT	03/13/16-03/13/16	4	:30	7A- 8A (CST)							1		1	\$200.00	\$200.00	Rockford (WTVU)	GMA SUN	3/10/16
6.0	Normal Line / SPOT	03/13/16-03/13/16	4	:30	8A- 9A (CST)							1		1	\$250.00	\$250.00	Rockford (WTVU)	THIS WEEK	3/10/16
7.0	Normal Line / SPOT	03/11/16-03/11/16	4	:30	5P- 5:30P (CST)						1			1	\$250.00	\$250.00	Rockford (WTVU)	NEWS	3/10/16
8.0	Normal Line / SPOT	03/11/16-03/11/16	4	:30	5:30P- 6P (CST)						1			1	\$875.00	\$875.00	Rockford (WTVU)	WORLD NEWS	3/10/16
9.0	Normal Line / SPOT	03/11/16-03/11/16	4	:30	6P- 6:30P (CST)						1			1	\$250.00	\$250.00	Rockford (WTVU)	NEWS	3/10/16
10.0	Normal Line / SPOT	03/12/16-03/12/16	4	:30	6P- 6:30P (CST)						1			1	\$200.00	\$200.00	Rockford (WTVU)	NEWS	3/10/16
11.0	Normal Line / SPOT	03/13/16-03/13/16	4	:30	5P- 5:30P (CST)							1		1	\$375.00	\$375.00	Rockford (WTVU)	NEWS	3/10/16
12.0	Normal Line / SPOT	03/11/16-03/11/16	4	:30	10P- 10:30P (CST)						1			1	\$375.00	\$375.00	Rockford (WTVU)	NEWS	3/10/16
13.0	Normal Line / SPOT	03/12/16-03/12/16	4	:30	10P- 10:30P (CST)							1		1	\$275.00	\$275.00	Rockford (WTVU)	NEWS	3/10/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions



WTVO
PO Box 470
Rockford, IL 61105

WestRogers, LLC
6075 Poplar Avenue, Suite 104
Memphis, TN 38119

Contract # 1305104

Schedule Dates	03/11/16-03/15/16	Date Entered	03/10/16
Advertiser	Ted Cruz/US President/Republican (76403)	Last Modified	03/10/16
Agency	WestRogers, LLC (19604)	Entered By	Bart McDermott
Product	Political - President (1071)	CO-OP	No
Brand	TED CRUZ / PRESIDENT / REPUBLICAN - PRIMAR	Headline #	ECR25091273
Salesperson	Millennium - Washington D, Washington DC (1421)	Order Type	Normal
Sales Office	Millennium - Washington DC	Package Deal	
Buyer Name	West, Becky	Commission %	15.00
Phone/Fax	/	Commission	\$2,209.50
CPE	N/A	Net Total	\$12,520.50
Account Types	National/Political	Sales Tax	
Billing Type	Standard		
Comments	CRUZ FOR PRESIDENT NEW POLITICAL ORDER - PLUS CF - THANKS 12N CUTOFF ON 3/15		

Rockford (WTVO)	Spots	Rate
By Broadcast Month		
Mar. 2016	54	\$14,730.00
Grand Total:	54	\$14,730.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	03/11/16-03/11/16	4	:30	9P-10P (CST)						2			2	\$500.00	\$1,000.00	Rockford (WTVO)	20/20	3/10/16
15.0	Normal Line / SPOT	03/13/16-03/13/16	4	:30	9P-10P (CST)							1		1	\$600.00	\$600.00	Rockford (WTVO)	QUANTICO	3/10/16
16.0	Normal Line / SPOT	03/11/16-03/11/16	4	:30	9A-10A (CST)						2			2	\$85.00	\$170.00	Rockford (WTVO)	LIVE W KELLY	3/10/16
17.0	Normal Line / SPOT	03/11/16-03/11/16	4	:30	7P-8P (CST)						1			1	\$85.00	\$85.00	Rockford (WTVO)	DR OZ	3/10/16
18.0	Normal Line / SPOT	03/11/16-03/11/16	4	:30	10A-11A (CST)						2			2	\$85.00	\$170.00	Rockford (WTVO)	VIEW	3/10/16
19.0	Normal Line / SPOT	03/11/16-03/11/16	4	:30	11A-12P (CST)						2			2	\$85.00	\$170.00	Rockford (WTVO)	RACH RAY	3/10/16
20.0	Normal Line / SPOT	03/14/16-03/14/16	4	:30	7P-9P (CST)								2	2	\$750.00	\$1,500.00	Rockford (WTVO)	BACHELOR	3/10/16
21.0	Normal Line / SPOT	03/13/16-03/13/16	4	:30	6P-7P (CST)							2		2	\$450.00	\$900.00	Rockford (WTVO)	AFV	3/10/16
22.0	Normal Line / SPOT	03/13/16-03/13/16	4	:30	6P-7P (CST)								2	2	\$550.00	\$1,100.00	Rockford (WTVO)	FAMILY	3/10/16
23.0	Normal Line / SPOT	03/14/16-03/15/16	4	:30	5A-6A (CST)								2	2	\$90.00	\$180.00	Rockford (WTVO)	NEWS	3/10/16
24.0	Normal Line / SPOT	03/14/16-03/15/16	4	:30	6A-7A (CST)								2	2	\$130.00	\$260.00	Rockford (WTVO)	NEWS	3/10/16
25.0	Normal Line / SPOT	03/14/16-03/15/16	4	:30	7A-9A (CST)								2	2	\$200.00	\$400.00	Rockford (WTVO)	GMA	3/10/16
26.0	Normal Line / SPOT	03/14/16-03/14/16	4	:30	5P-5:30P (CST)								2	2	\$250.00	\$500.00	Rockford (WTVO)	NEWS	3/10/16
27.0	Normal Line / SPOT	03/14/16-03/14/16	4	:30	5:30P-6P (CST)								2	2	\$875.00	\$1,750.00	Rockford (WTVO)	WORLD NEWS	3/10/16

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Date:

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Agency: WestRogers, LLC (19604)
Product: Political - President (1071)
Brand: TED CRUZ / PRESIDENT / REPUBLICAN - PRIMAR
Salesperson: Millennium - Washington D, Washington DC (1421)
Sales Office: Millennium - Washington DC
Buyer Name: West, Becky
Phone/Fax: /
CPE: N/A
Account Types: National/Political
Billing Type: Standard
Comments: CRUZ FOR PRESIDENT
NEW POLITICAL ORDER - PLUS OF - THANKS
12N CUTOFF ON 3/15

Date Entered: 03/10/16
Last Modified: 03/10/16
Entered By: Barb McDermott
CO-OP: No
Headline #: ECR25091273
Demo:
Order Type: Normal
Package Deal:
Commission %: 15.00
Commission: \$2,209.50
Net Total: \$12,520.50
Sales Tax:

Rockford (WTVO)		
By Broadcast Month	Spots	Rate
Mar. 2016	54	\$14,730.00
Grand Total:	54	\$14,730.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
28.0	Normal Line / SPOT	03/14/16-03/14/16	4	:30	6P- 6:30P (CST)	2								2	\$250.00	\$500.00	Rockford (WTVO)	NEWS	3/10/16
29.0	Normal Line / SPOT	03/14/16-03/14/16	4	:30	10P- 10:30P (CST)	2								2	\$375.00	\$750.00	Rockford (WTVO)	NEWS	3/10/16
30.0	Normal Line / SPOT	03/14/16-03/15/16	4	:30	9A- 10A (CST)	1	1							2	\$85.00	\$170.00	Rockford (WTVO)	LIVE WITH	3/10/16
31.0	Normal Line / SPOT	03/14/16-03/14/16	4	:30	2P- 3P (CST)	2								2	\$85.00	\$170.00	Rockford (WTVO)	DR OZ	3/10/16
32.0	Normal Line / SPOT	03/14/16-03/15/16	4	:30	10A- 11A (CST)	1	1							2	\$85.00	\$170.00	Rockford (WTVO)	VIEW	3/10/16
33.0	Normal Line / SPOT	03/14/16-03/15/16	4	:30	11A- 12P (CST)	1	1							2	\$85.00	\$170.00	Rockford (WTVO)	RACH RAY	3/10/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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KATZ TELEVISION GROUP

Contract # 25091273 Changes as of: 3/10/2016 at 8:22 AM Version: Original Order

CPE: Agency: WestRogers, LLC. 6075 POPULAR AVE MEMPHIS, TN 38119

Flight: 3/11/16 - 3/15/16 Advertiser: CRUZ, TED Product: CRUZ FOR PRESIDENT Primary Demo: Adults 35+ Agency Order #: Buyer: Becky West

Station: WTOV Market: Rockford Office: WASHINGTON Salesperson: CHRISTIAN CAMBEIRO Assistant: CHRISTIAN CAMBEIRO Con Type: POLITICAL/NOTE

Total \$: \$14,730.00 Total Spots: 54 Total CPP: \$0.00 Total GRP: 0 Separation:

#1305164

#	Day/Time	DP	Program	Rate	A35P Rating	Len	3/11 - 3/11	Total Spots	Total \$	CPP	GRP
1	F-M-Tu 5a-6a		NEWS	\$90.00	4 0.0	30	4 2	4	\$360.00	\$0.00	0.0
2	F-M-Tu 6a-7a		NEWS	\$130.00	4 0.0	30	4 2	4	\$520.00	\$0.00	0.0
3	F-M-Tu 7a-9a		GMA	\$200.00	4 0.0	30	4 2	4	\$800.00	\$0.00	0.0
4	Sa 7a-8a		GMA SAT	\$125.00	4 0.0	30	1	1	\$125.00	\$0.00	0.0
5	Su 7a-8a		GMA SUN	\$200.00	4 0.0	30	1	1	\$200.00	\$0.00	0.0
6	Su 8a-9a		THIS WEEK	\$250.00	4 0.0	30	1	1	\$250.00	\$0.00	0.0
7	F-M 5p-5:30p		NEWS	\$250.00	4 0.0	30	3 2	3	\$750.00	\$0.00	0.0
8	F-M 5:30p-6p		WORLD NEWS	\$875.00	4 0.0	30	3	3	\$2,625.00	\$0.00	0.0
9	F-M 6p-6:30p		NEWS	\$250.00	4 0.0	30	3	3	\$750.00	\$0.00	0.0
10	Sa 6p-6:30p		NEWS	\$200.00	4 0.0	30	1	1	\$200.00	\$0.00	0.0
11	Su 5p-5:30p		NEWS	\$375.00	4 0.0	30	1	1	\$375.00	\$0.00	0.0
12	F-M 10p-10:30p		NEWS	\$375.00	4 0.0	30	3	3	\$1,125.00	\$0.00	0.0
13	Sa 10p-10:30p		NEWS	\$275.00	4 0.0	30	1	1	\$275.00	\$0.00	0.0
14	F 9p-10p		20/20	\$500.00	4 0.0	30	2	2	\$1,000.00	\$0.00	0.0
15	Su 9p-10p		QUANTICO	\$600.00	4 0.0	30	1	1	\$600.00	\$0.00	0.0
16	F-M-Tu 9a-10a		LIVE W KELLY	\$85.00	4 0.0	30	4	4	\$340.00	\$0.00	0.0
17	F-M 12p-3p		DR OZ	\$85.00	4 0.0	30	3	3	\$255.00	\$0.00	0.0
18	F-M-Tu 10a-11a		VIEW	\$85.00	4 0.0	30	4	4	\$340.00	\$0.00	0.0
19	F-M-Tu 11a-12n		RACH RAY	\$85.00	4 0.0	30	4	4	\$340.00	\$0.00	0.0
20	M 7p-9p		BACHELOR	\$750.00	4 0.0	30	2	2	\$1,500.00	\$0.00	0.0
21	Su 6p-7p		AFV	\$450.00	4 0.0	30	2	2	\$900.00	\$0.00	0.0

KATZ TELEVISION GROUP

Contract # 25091273

Changes as of: 3/10/2016 at 8:22 AM

Version: Original Order

CPE:

Agency: WestRogers, LLC.

6075 POPULAR AVE
MEMPHIS, TN 38119

Flight: 3/11/16 - 3/15/16

Advertiser: CRUZ, TED

Product: CRUZ FOR PRESIDENT

Primary Demo: Adults 35+

Agency Order #:

Buyer: Becky West

Station: WTVO

Market: Rockford

Office: WASHINGTON

Salesperson: CHRISTIAN CAMBEIRO

Assistant: CHRISTIAN CAMBEIRO

Con Type: POLITICAL/VOTE

Total \$: \$14,730.00

Total Spots: 54

Total CPP: \$0.00

Total GRP: 0

Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	3/11 - 3/11	Total Spots	Total \$	CPP	GRP
22	Su 8p-9p		FAMILY	\$550.00	4 0.0	30	2	2	\$1,100.00	\$0.00	0.0
TOTALS:									\$4	\$14,730.00	\$0.00

KATZ TELEVISION GROUP

Contract # 25091273

Changes as of: 3/10/2016 at 8:22 AM

Version: Original Order

CPE:

Flight: 3/11/16 - 3/15/16

Station: WTVO

Total \$: \$14,730.00

Agency: WestRogers, LLC.

Advertiser: CRUZ, TED

Market: Rockford

Total Spots: 54

6075 POPULAR AVE

Product: CRUZ FOR

Office: WASHINGTON

Total CPM: \$0.00

MEMPHIS, TN 38119

Primary Demo: Adults 35+

Salesperson: CHRISTIAN CAMBEIRO

Total GRP: 0

Agency Order #:

Assistant: CHRISTIAN CAMBEIRO

Separation:

Buyer: Becky West

Con Type: POLITICAL/VOTE

Hit Listed Programs

Date/Time

Added by

Comment

03/10/16 8:22 AM CHRISTIAN CAMBEIRO NEW POLITICAL ORDER - PLS CF - THANKS 12N CUTOFF ON 3/15

Order Level Comments

Competitive Information

Market Budget:	\$46,031
WTVO Share:	32%
Comment:	
WIFR:	44%
WQRF:	8%
WREX:	16%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPM	GRP
	100%	54	\$14,730.00	N/A	0.0
Total	100%	54	\$14,730.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Mar	54	\$14,730.00
Total	54	\$14,730.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	3/10/16 8:40 AM					\$0	\$0	
New	3/10/16 8:22 AM	CHRISTIAN CAMBEIRO	New	54		\$14,730.00	\$14,730.00	

Non-Discrimination Policy

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS 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.

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WTVO-TV -- Rockford, Illinois	Date: 3/8/16
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I, Becky West,
 being/on behalf of: Ted Cruz,
 a legally qualified candidate of the Republican
 political party for the office of: President
 in the Illinois Primary
 election to be held on: March 15, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>AS ORDERED</i>					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Cruz for President

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Bradley Knippa

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

3/8/16

Date

Becky West

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

K Lattimer

Signature

K Lattimer

Printed Name

VP/GM

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Cruz for President

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Becky West

signature of candidate or authorized committee

Becky West

printed name

3/8/16

date