

## ORDER



**WTVO Rockford, IL**

Orders	Order / Rev:	1395488
	Alt Order #:	25887161
	Product Desc:	IVES FOR GOV
	Estimate:	
	Flight Dates:	02/03/18 - 02/09/18
	Original Date / Rev:	02/02/18 / 02/02/18
	Order Type:	REG

Primary AE:	Millennium Chicago
Sales Office:	M-CHI
Sales Region:	Nat

Agency	Name:	Ives for Governor
	Buying Contact:	
	Billing Contact:	
		505 N Lake Shore Dr
		Chicago, IL 60611

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/Jeanne Ives/Governor/Rep/IL
	Demographic:	A35+
	Product Codes:	PL14
	Priority:	P5
	Revenue Code 1:	AGY
	Revenue Code 2:	POL
	Revenue Code 3:	POL-CAND

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	
Unit Code:	General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
01/29/18	02/09/18	12	\$4,900.00	\$4,165.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
February 2018	12	\$4,900.00	\$4,165.00	0.00
<b>Totals</b>	12	\$4,900.00	\$4,165.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Chicago			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
WTVO Rockford, IL	31%	\$4,900.00
Market	100%	\$15,806.45

### Competitive Share

Competitive Share	Share	Total
ABR	0%	\$0.00
CABLE	0%	\$0.00
ETVO	0%	\$0.00
UNKWN	0%	\$0.00
WIFR	0%	\$0.00
WQRF	15%	\$2,370.97
WREX	54%	\$8,535.48

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTVO	02/05/18	02/09/18	EM M-F 5a-7a MORNING NEWS	CM	6:00 AM-7:00 AM (6:00 AM-7:00 AM)	MTWTF--	1:00	2	\$200.00	P4	0.00	NM	2	\$400.00
COMMENTS APPLY TO SUB LINES A THRU A EM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		02/05/18	02/11/18	MTWTF--			2		\$200.00		0.00				
N 2	WTVO	02/04/18	02/04/18	Su 8a-9a This Week THIS WEEK	CM	8:00 AM-9:00 AM (8:00 AM-9:00 AM)	-----S	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
COMMENTS APPLY TO SUB LINES A THRU A															

Order / Rev: 1395488  
 Alt Order #: 25887161  
 Flight Dates: 02/03/18 - 02/09/18

Advertiser: POL/Jeanne Ives/Governor/Rep/IL  
 Product Desc: IVES FOR GOV  
 Estimate:

WTVO Rockford, IL

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/29/18	02/04/18	-----S		1				\$100.00		0.00			
N 3	WTVO	02/05/18	02/09/18	M-F 5p-530p News 5P NEWS	CM	5:00 PM-5:30 PM (5:00 PM-5:30 PM)	MTWTF--	1:00	1	\$700.00	P4	0.00	NM	1	\$700.00
		COMMENTS APPLY TO SUB LINES A THRU A EARLY NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/05/18	02/11/18	MTWTF--		1				\$700.00		0.00			
N 4	WTVO	02/05/18	02/09/18	M-F 6p-630p News 6P NEWS	CM	6:00 PM-6:30 PM (6:00 PM-6:30 PM)	MTWTF--	1:00	1	\$600.00	P4	0.00	NM	1	\$600.00
		COMMENTS APPLY TO SUB LINES A THRU A EARLY NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/05/18	02/11/18	MTWTF--		1				\$600.00		0.00			
N 5	WTVO	02/05/18	02/09/18	LN M-F LATE NEWS	CM	10:00 PM-10:35 PM (10:00 PM-10:35 PM)	PMTWTF--	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		COMMENTS APPLY TO SUB LINES A THRU A LATE NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/05/18	02/11/18	MTWTF--		1				\$300.00		0.00			
N 6	WTVO	02/04/18	02/04/18	LN Su LATE NEWS	CM	10:00 PM-10:35 PM (10:00 PM-10:35 PM)	PI-----S	1:00	1	\$600.00	P4	0.00	NM	1	\$600.00
		COMMENTS APPLY TO SUB LINES A THRU A LATE NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 01/29/18	02/04/18	-----S		1				\$600.00		0.00			
N 7	WTVO	02/05/18	02/09/18	M-F 1137p-1207a NIGHTLINE	CM	M-F 1137p-1207a	MTWTF--	1:00	2	\$100.00	P4	0.00	NM	2	\$200.00
		COMMENTS APPLY TO SUB LINES A THRU A NIGHT LINE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/05/18	02/11/18	MTWTF--		2				\$100.00		0.00			
N 8	WTVO	02/05/18	02/05/18	Mon Prime Hour 3 GOOD DOCTOR	CM	9:00 PM-10:00 PM (9:00 PM-10:00 PM)	PMM-----	1:00	1	\$1,000.00	P4	0.00	NM	1	\$1,000.00
		COMMENTS APPLY TO SUB LINES A THRU A GOOD DOCTOR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/05/18	02/11/18	M-----		1				\$1,000.00		0.00			
N 9	WTVO	02/07/18	02/07/18	Wed Prime Hour 3 MATCH GAME	CM	9:00 PM-10:00 PM (9:00 PM-10:00 PM)	PM--W----	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
		COMMENTS APPLY TO SUB LINES A THRU A MATCH GAME													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/05/18	02/11/18	--W----		1				\$500.00		0.00			
N 10	WTVO	02/09/18	02/09/18	Fri Prime Hour 3 20/20	CM	9:00 PM-10:00 PM (9:00 PM-10:00 PM)	PM----F--	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
		COMMENTS APPLY TO SUB LINES A THRU A 20/20													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/05/18	02/11/18	----F--		1				\$500.00		0.00			
													Totals	12	\$4,900.00



# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 25887161

Changes as of: 2/2/2018 at 12:39 PM

Version: Current State Version 1

CPE:

Agency: Liberty Principles

211 S Clark St

Chicago, IL 60604

Flight: 2/3/18 - 2/9/18

Advertiser: Ives for Governor

Product: Ives for Gov

Agency Order #:

Buyer: ROB VAIL

Salesperson: MATTHEW GAGLIANO

312-832-8617

Total \$: \$4,900.00

Total Spots: 12

Total CPP: \$89.09

Total GRP: 55.0

Separation:

Comments: REBOOKING PREVIOUSLY CONFIRMED Ives ORDER HL 25885986.

#	Day/Time	DP	Program	Rate	A35P Rating	Len	2/3 - 2/5		Total Spots	Total \$	CPP*	GRP*
							2/3	2/5				
1	M-F 6a-7a		EM NEWS	\$200.00	3.5	60	0	2	2	\$400.00	\$57.14	7.0
2	Su 8a-9a		THIS WEEK	\$100.00	3.5	30	1	0	1	\$100.00	\$28.57	3.5
3	M-F 5p-5:30p		EARLY NEWS	\$700.00	7.5	60	0	1	1	\$700.00	\$93.33	7.5
4	M-F 6p-6:30p		EARLY NEWS	\$600.00	6.5	60	0	1	1	\$600.00	\$92.31	6.5
5	M-F 10p-10:35p		LATE NEWS	\$300.00	5.0	30	0	1	1	\$300.00	\$60.00	5.0
6	Su 10p-10:35p		LATE NEWS	\$600.00	7.0	60	1	0	1	\$600.00	\$85.71	7.0
7	M-F 11:35p-12:05a		NIGHT LINE	\$100.00	1.5	60	0	2	2	\$200.00	\$66.67	3.0
8	M 9p-10p		GOOD DOCTOR	\$1,000.00	7.5	60	0	1	1	\$1,000.00	\$133.33	7.5
9	W 9p-10p		MATCH GAME	\$500.00	4.0	30	0	1	1	\$500.00	\$125.00	4.0
10	F 9p-10p			\$500.00	4.0	30	0	1	1	\$500.00	\$125.00	4.0
TOTALS: 2 10									12	\$4,900.00	\$89.09	55.0

# 1345488

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 25887161 Changes as of: 2/2/2018 at 12:39 PM Version: Current State Version 1

CPE: Flight: 2/3/18 - 2/9/18 Station: WTVU Total \$: \$4,900.00

Agency: Liberty Principles Advertiser: Ives for Governor Market: Rockford Total Spots: 12

211 S Clark St Product: Ives for Gov Office: CHICAGO Total CPP: \$89.09

Chicago, IL 60604 Agency Order #: Buyer: ROB VAIL Primary Demo: Adults 35+ Total GRP: 55.0

Salesperson: MATTHEW GAGGIANO Con Type: POLITICAL/VOTE Separation:  
312-832-6617 Assistant: PETER BALSAM 312-832-6619

Special Instructions

## Order Level Comments

Date/Time Added by Comment  
02/02/18 12:39 PM MATTHEW GAGGIANO REBOOKING PREVIOUSLY CONFIRMED IVE'S ORDER HL 25885986.

Competitive Information	
Market Budget:	\$15,806
WTVU Share:	31%
Comment:	
WGRF:	15%
WREX:	54%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	12	\$4,900.00	\$89.09	55.0
Total	100%	12	\$4,900.00	\$89.09	55.0

Monthly Summary		
Month	Spots	Dollars
2018-Feb	12	\$4,900.00
Total	12	\$4,900.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot#	\$ Chg	Contract \$ Comment
Queued for Electronic Contracting	2/2/18 12:47 PM				\$0	\$0
New	2/2/18 12:39 PM	MATTHEW GAGGIANO	New	12	\$4,900.00	\$4,900.00

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.