240716

125 West 55th St
New York, NY 10019

Contract # 25333076 **Changes as of:** 10/18/2016 at 12:53 PM **Version:** Current State Version 1

CPE: //2018 **Flight:** 10/19/16 - 10/23/16 **Station:** KRCR **Total $:** $4,800.00

Agency: TARGET ENTERPRISES **Advertiser:** CA Against RX Measure **Market:** Chico **Total Spots:** 12

TARGET ENTERPRISES 15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403 **Product:** KRCR CA AGAINST RX **Office:** LOS ANGELES **Total CPP:** $46.78

Agency Order #: **Primary Demo:** Adults 35+ **Total GRP:** 102.6

Buyer: JULIE IADANZA **Con Type:** POLITICAL/VOTE

Salesperson: TERRY DREHER 323-966-5066 **Assistant:** TERRY DREHER 323-966-5066 **Separation:**

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/19 - 10/19		Total Spots	Total $	CPP	GRP
							10/19					
1	Th-F 6:30p-7p		NEWS	$400.00	9.3	15	2		2	$800.00	$43.01	18.6
	[BOOKENDS]											
2	W-F 5p-5:30p		NEWS AT 5P	$400.00	8.4	15	10		10	$4,000.00	$47.62	84.0
	[BOOKENDS]											
						TOTALS:	12		12	$4,800.00	$46.78	102.6

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KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract #	25333076	**Changes as of:**	10/18/2016 at 12:53 PM	**Version:**	Current State Version 1
CPE:	//2018	**Flight:**	10/19/16 - 10/23/16	**Station:**	KRCR
Agency:	TARGET ENTERPRISES	**Advertiser:**	CA Against RX Measure	**Market:**	Chico
	TARGET ENTERPRISES 15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403	**Product:**	KRCR CA AGAINST RX	**Office:**	LOS ANGELES
		Agency Order #:		**Primary Demo:**	Adults 35+
		Buyer:	JULIE IADANZA	**Con Type:**	POLITICAL/VOTE
		Salesperson:	TERRY DREHER 323-966-5066	**Assistant:**	TERRY DREHER 323-966-5066

Total $:	$4,800.00
Total Spots:	12
Total CPP:	$46.78
Total GRP:	102.6
Separation:	

Special Instructions	OKAY TO DOULBE SPOT IN A HALF HOUR

Competitive Information	
Market Budget:	$13,714
KRCR Share:	35%
Comment:	
	Competitive Unknown

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	12	$4,800.00	$46.78	102.6
Total	**100%**	**12**	**$4,800.00**	**$46.78**	**102.6**

Monthly Summary

Month	Spots	Dollars
2016-Oct	12	$4,800.00
Total	**12**	**$4,800.00**

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	$ Chg	Contract $	Comment
New	10/18/16 12:53 PM	TERRY DREHER	New	12		$4,800.00	$4,800.00	

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.

KRCR TV
755 Auditorium Drive
Redding, CA 96001

Target Enterprises LTD
15260 Ventura Blvd
Suite 1240
#515
Sherman Oaks, CA 91403

Contract # 240716

Schedule Dates	10/19/16-10/23/16
Advertiser	CA Against RX Measure (10270)
Agency	Target Enterprises LTD (1941)
Product	Issue Advertising (1119)
Brand	KRCR EST. 2018 (104071)
Salesperson	Continental - Los Angeles, Los Angeles (1174)
Sales Office	Continental - Los Angeles
Buyer Name	IADANZA,JULIE
Phone/Fax	/
CPE	2018
Account Types	National/Political Issue
Billing Type	Standard
Comments	KRCR CA AGAINST RX Special instructions: OKAY TO DOULBE SPOT IN A HALF HOUR

Date Entered	10/18/16
Last Modified	10/19/16
Entered By	Chris Gomez
CO-OP	No
Headline #	ECR25333076
Demo	A35+R
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$1,683.00
Net Total	$9,537.00
Sales Tax	

Redding ABC (KRCR)

By Broadcast Month	Spots	Rate
Oct. 2016	32	$11,220.00
Grand Total:	32	$11,220.00

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(B/E)	10/20/16-10/21/16	1	:15/:15	6:30P- 7P (PST)	1				X	X			1	$800.00	$800.00	Redding ABC (KRCR)	NEWS [BOOKENDS]	10/18/16
2.0	Normal Line / SPOT(B/E)	10/19/16-10/21/16	1	:15/:15	5P- 5:30P (PST)	5			X	X	X			5	$800.00	$4,000.00	Redding ABC (KRCR)	NEWS AT 5P [BOOKENDS]	10/18/16
3.0	Normal Line / SPOT(B/E)	10/20/16-10/21/16	1	:15/:15	6A- 7A (PST)	3				X	X			3	$500.00	$1,500.00	Redding ABC (KRCR)	MORNING NEWS [BOOKENDS]	10/19/16
4.0	Normal Line / SPOT(B/E)	10/20/16-10/21/16	1	:15/:15	7A- 9A (PST)	5				X	X			5	$500.00	$2,500.00	Redding ABC (KRCR)	GMA [BOOKENDS]	10/19/16
5.0	Normal Line / SPOT(B/E)	10/20/16-10/21/16	1	:15/:15	10A- 11A (PST)					2	2			4	$120.00	$480.00	Redding ABC (KRCR)	THE VIEW [BOOKENDS]	10/19/16
6.0	Normal Line / SPOT(B/E)	10/20/16-10/21/16	1	:15/:15	11A- 12P (PST)					2	2			4	$80.00	$320.00	Redding ABC (KRCR)	HARRY [BOOKENDS]	10/19/16
7.0	Normal Line / SPOT(B/E)	10/20/16-10/21/16	1	:15/:15	12P- 1A (PST)					2	2			4	$80.00	$320.00	Redding ABC (KRCR)	THE CHEW [BOOKENDS]	10/19/16
8.0	Normal Line / SPOT(B/E)	10/20/16-10/21/16	1	:15/:15	11P- 11:35P (PST)					1	1			2	$250.00	$500.00	Redding ABC (KRCR)	LATE NEWS [BOOKENDS]	10/19/16
9.0	Normal Line / SPOT(B/E)	10/22/16-10/23/16	1	:15/:15	7A- 8A (PST)							2	2	4	$200.00	$800.00	Redding ABC (KRCR)	GMA WKND [BOOKENDS]	10/19/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

Bonten Media and its stations do not discriminate in advertising contracts on the basis of race, ethnicity or genderAny provision in any order or agreement for advertising that purports to discriminate on the basis of race, ethnicity or gender, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected

B/E Bookend P/B Piggy Back

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