KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

**Contract #** 25333076 **Changes as of:** 10/19/2016 at 2:45 PM **Version:** Highlighting Revision 1

**CPE:** //2018 **Flight:** 10/19/16 - 10/23/16 **Station:** KRCR **Total $:** $11,220.00

**Agency:** TARGET ENTERPRISES **Advertiser:** CA Against RX Measure **Market:** Chico **Total Spots:** 64

TARGET ENTERPRISES 15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403 **Product:** KRCR CA AGAINST RX **Office:** LOS ANGELES **Total CPP:** $42.31

**Agency Order #:** **Primary Demo:** Adults 35+ **Total GRP:** 265.2

**Buyer:** JULIE IADANZA **Con Type:** POLITICAL/VOTE **Traffic #:** 240716

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

**Comments:** **REV**
ADD TO SKID
REVISED TTL: $11,220/64X
PLS CONFIRM
THANKS

| # | Day/Time | DP | Program | Rate | A35P Rating | Len | 10/19 - 10/19 | Total Spots | Total $ | CPP | GRP |
|---|---|---|---|---|---|---|---|---|---|---|---|
| REV+ 3 | Th-F 6a-7a | | MORNING NEWS | $250.00 | 5.4 | 15 | 0 ▶ 6 | 6 | $1,500.00 | $46.30 | 32.4 |
| MAX SEP BETWEEN PAIRED BOOKENDS. [BOOKENDS] | | | | | | | | | | | |
| REV+ 4 | Th-F 7a-9a | | GMA | $250.00 | 5.7 | 15 | 0 ▶ 10 | 10 | $2,500.00 | $43.86 | 57.0 |
| MAX SEP BETWEEN PAIRED BOOKENDS. [BOOKENDS] | | | | | | | | | | | |
| REV+ 5 | Th-F 10a-11a | | THE VIEW | $60.00 | 1.5 | 15 | 0 ▶ 8 | 8 | $480.00 | $40.00 | 12.0 |
| MAX SEP BETWEEN PAIRED BOOKENDS. [BOOKENDS] | | | | | | | | | | | |
| REV+ 6 | Th-F 11a-12n | | HARRY | $40.00 | 1.1 | 15 | 0 ▶ 8 | 8 | $320.00 | $36.36 | 8.8 |
| MAX SEP BETWEEN PAIRED BOOKENDS. [BOOKENDS] | | | | | | | | | | | |
| REV+ 7 | Th-F 12n-1p | | THE CHEW | $40.00 | 2.0 | 15 | 0 ▶ 8 | 8 | $320.00 | $20.00 | 16.0 |
| MAX SEP BETWEEN PAIRED BOOKENDS. [BOOKENDS] | | | | | | | | | | | |
| REV+ 8 | Th-F 11p-11:30p | | LATE NEWS | $125.00 | 2.3 | 15 | 0 ▶ 4 | 4 | $500.00 | $54.35 | 9.2 |
| MAX SEP BETWEEN PAIRED BOOKENDS. [BOOKENDS] | | | | | | | | | | | |
| REV+ 9 | Sa-Su 7a-8a | | GMA WKND | $100.00 | 3.4 | 15 | 0 ▶ 8 | 8 | $800.00 | $29.41 | 27.2 |
| MAX SEP BETWEEN PAIRED BOOKENDS. [BOOKENDS] | | | | | | | | | | | |
| | | | | | | TOTALS: | 64 | 64 | $11,220.00 | $42.31 | 265.2 |

**Printed on 10/19/2016 at 05:54 PM**

Bonten California

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<br>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: |
|---|---|---|---|---|
| | | | | |

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B/E Bookend P/B Piggy Back

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