KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract #	25277169	**Changes as of:**	10/17/2016 at 6:57 PM	**Version:**	Highlighting Makegood 5		
CPE:	234/355/1813	**Flight:**	10/17/16 - 11/13/16	**Station:**	KAEF	**Total $:**	$20,555.00
Agency:	SADLER STRATEGIC	**Advertiser:**	No on 53 CA to Protect Local Control	**Market:**	Eureka	**Total Spots:**	232
	12103 VIEWCREST ROAD	**Product:**	No on 53	**Office:**	LOS ANGELES	**Total CPP:**	$34.41
	STUDIO CITY, CA 91604	**Agency Order #:**	5342996	**Primary Demo:**	Adults 35+	**Total GRP:**	597.4
		Buyer:	Hoshimi, Nida	**Con Type:**	POLITICAL/VOTE	**Traffic #:**	237833
		Salesperson:	TERRY DREHER 323-966-5066	**Assistant:**	TERRY DREHER 323-966-5066	**Separation:**	

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/17 - 11/7					Total Spots	Total $	CPP	GRP
							10/17	10/24	10/31	11/7					
MSD 33	M-F 10a-11a		View	$35.00	1.3	30	5 ▶ 4	5	5	0		14	$490.00	$26.92	18.2
MGD 41	M-F 4p-5p		Dr Phil	$35.00	1.8	30	0	1	0	0		1	$35.00	$19.44	1.8
						TOTALS:	**62**	**76**	**81**	**13**		**232**	**$20,555.00**	**$34.41**	**597.4**

Makegood Comments

Date/Time	Action	Added by	Comment
10/17/16 7:11 PM	Accepted	Nida Hoshimi	Other

Bonten California

KAEF TV Channel 23
755 Auditorium Drive
Redding, CA 96001

Sadler Strategic Media
12103 Viewcrest Rd
Studio City, CA 91604

Contract # 237833

Schedule Dates	10/17/16-11/07/16
Advertiser	No On 53 - CA to Protect Local Control (10373)
Agency	Sadler Strategic Media (2678)
Product	Issue Advertising (1119)
Brand	KAEF EST. 1813 (102921)
Salesperson	Continental - Los Angeles, Los Angeles (1174)
Sales Office	Continental - Los Angeles
Buyer Name	Nida,Hoshimi,
Phone/Fax	(323) 966-5066 /
CPE	234/355/1813
Account Types	National/Political Issue
Billing Type	Standard
Comments	No on 53 Separation: 30

Date Entered	09/07/16
Last Modified	10/18/16
Entered By	Chris Gomez
CO-OP	No
Headline #	ECR25277169
Demo	A35+R
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$3,083.25
Net Total	$17,471.75
Sales Tax	

Eureka ABC (KAEF)

By Broadcast Month	Spots	Rate
Oct. 2016	138	$11,325.00
Nov. 2016	94	$9,230.00
Grand Total:	232	$20,555.00

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	10/17/16-11/04/16	1	:30	5A- 7A (PST)		1	1	1	1	1			13	$40.00	$520.00	Eureka ABC (KAEF)	KRCR News Ch 7: Daybreak	9/7/16
2.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	5A- 7A (PST)		1							1	$40.00	$40.00	Eureka ABC (KAEF)	KRCR News Ch 7: Daybreak	9/7/16
3.0	Normal Line / SPOT	10/17/16-11/04/16	1	:30	7A- 9A (PST)		1	1	1	1	1			13	$40.00	$520.00	Eureka ABC (KAEF)	Good Morning America	9/7/16
4.1	Normal Line / SPOT	11/07/16-11/07/16	1	:30	7A- 9A (PST)		2							2	$40.00	$80.00	Eureka ABC (KAEF)	Good Morning America	10/13/16
5.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	3P- 4P (PST)		1							1	$40.00	$40.00	Eureka ABC (KAEF)	Ellen	9/7/16
6.0	Normal Line / SPOT	10/17/16-11/04/16	1	:30	3P- 4P (PST)		1	1	1	1	1			13	$40.00	$520.00	Eureka ABC (KAEF)	Ellen	9/7/16
7.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	4P- 5P (PST)		1							1	$35.00	$35.00	Eureka ABC (KAEF)	Dr Phil	9/7/16
8.0	Normal Line / SPOT	10/17/16-11/04/16	1	:30	4P- 5P (PST)		1	1	1	1	1			13	$35.00	$455.00	Eureka ABC (KAEF)	Dr Phil	9/7/16
9.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	5P- 5:30P (PST)		1							1	$40.00	$40.00	Eureka ABC (KAEF)	Judge Judy	9/7/16
10.0	Normal Line / SPOT	10/17/16-11/04/16	1	:30	5P- 5:30P (PST)		1	1	1	1	1			12	$40.00	$480.00	Eureka ABC (KAEF)	Judge Judy	9/7/16
11.0	Normal Line / SPOT	10/17/16-11/04/16	1	:30	5:30P- 6P (PST)		1	1	1	1	1			12	$40.00	$480.00	Eureka ABC (KAEF)	Judge Judy	9/7/16
12.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	5:30P- 6P (PST)		1							1	$40.00	$40.00	Eureka ABC (KAEF)	Judge Judy	9/7/16
13.0	Normal Line / SPOT	10/17/16-11/04/16	1	:30	6P- 6:30P (PST)		1	1	1	1	1			12	$175.00	$2,100.00	Eureka ABC (KAEF)	North Coast News	9/7/16

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

Printed At: 04:36 PM on Wednesday, October 19 2016

KAEF TV Channel 23
755 Auditorium Drive
Redding, CA 96001

Sadler Strategic Media
12103 Viewcrest Rd
Studio City, CA 91604

Contract # 237833

Schedule Dates	10/17/16-11/07/16
Advertiser	No On 53 - CA to Protect Local Control (10373)
Agency	Sadler Strategic Media (2678)
Product	Issue Advertising (1119)
Brand	KAEF EST. 1813 (102921)
Salesperson	Continental - Los Angeles, Los Angeles (1174)
Sales Office	Continental - Los Angeles
Buyer Name	Nida,Hoshimi,
Phone/Fax	(323) 966-5066 /
CPE	234/355/1813
Account Types	National/Political Issue
Billing Type	Standard
Comments	No on 53 Separation: 30

Date Entered	09/07/16
Last Modified	10/18/16
Entered By	Chris Gomez
CO-OP	No
Headline #	ECR25277169
Demo	A35+R
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$3,083.25
Net Total	$17,471.75
Sales Tax	

Eureka ABC (KAEF)

By Broadcast Month	Spots	Rate
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Nov. 2016	94	$9,230.00
Grand Total:	232	$20,555.00

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	11/07/16-11/07/16	1	:30	6P- 6:30P (PST)		1							1	$175.00	$175.00	Eureka ABC (KAEF)	North Coast News	9/7/16
15.0	Normal Line / SPOT	10/17/16-11/04/16	1	:30	7P- 7:30P (PST)		1	1	1	1	1			12	$100.00	$1,200.00	Eureka ABC (KAEF)	Wheel Of Fortune	9/7/16
16.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	7P- 7:30P (PST)		1							1	$100.00	$100.00	Eureka ABC (KAEF)	Wheel Of Fortune	9/7/16
17.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	7:30P- 8P (PST)		1							1	$110.00	$110.00	Eureka ABC (KAEF)	Jeopardy	9/7/16
18.0	Normal Line / SPOT	10/17/16-11/04/16	1	:30	7:30P- 8P (PST)		1	1	1	1	1			12	$110.00	$1,320.00	Eureka ABC (KAEF)	Jeopardy	9/7/16
19.0	Normal Line / SPOT	10/17/16-11/07/16	1	:30	7:58P- DANCING WITH THE STARS		1							3	$350.00	$1,050.00	Eureka ABC (KAEF)	Dancing With the Stars-ABC	9/7/16
20.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	10P- CONVICTION		1							1	$350.00	$350.00	Eureka ABC (KAEF)	Conviction-ABC	9/7/16
21.1	Normal Line / SPOT	11/02/16-11/02/16	1	:30	8P- THE 50TH ANNUAL CMA AWARDS				2					2	$400.00	$800.00	Eureka ABC (KAEF)	CMA Awards	10/13/16
22.0	Normal Line / SPOT	10/21/16-11/04/16	1	:30	10P- 20/20						1			3	$250.00	$750.00	Eureka ABC (KAEF)	20/20-ABC	9/7/16
23.0	Normal Line / SPOT	10/22/16-11/05/16	1	:30	7A- 8A (PST)							1		3	$35.00	$105.00	Eureka ABC (KAEF)	Good Morning America Sat	9/7/16
24.0	Normal Line / SPOT	10/23/16-11/06/16	1	:30	7A- 8A (PST)								1	3	$35.00	$105.00	Eureka ABC (KAEF)	Good Morning America Sunday	9/7/16
25.0	Normal Line / SPOT	10/30/16-11/06/16	1	:30	8A- 9A (PST)								1	2	$35.00	$70.00	Eureka ABC (KAEF)	This Week	9/7/16

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Sales Office	Continental - Los Angeles
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CPE	234/355/1813
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Billing Type	Standard
Comments	No on 53 Separation: 30

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Last Modified	10/18/16
Entered By	Chris Gomez
CO-OP	No
Headline #	ECR25277169
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Order Type	Normal
Package Deal	
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Eureka ABC (KAEF)

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Nov. 2016	94	$9,230.00
Grand Total:	232	$20,555.00

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
27.0	Normal Line / SPOT	10/23/16-11/06/16	1	:30	10P- QUANTICO								1	3	$275.00	$825.00	Eureka ABC (KAEF)	Quantico-ABC	9/7/16
28.0	M/G For 13.0.1 / SPOT	10/19/16-10/19/16	1	:30	5P- NORTH COAST NEWS SPECIAL EDITION				1					1	$175.00	$175.00	Eureka ABC (KAEF)	North Coast News	10/11/16
29.1	M/G For 15.0.1 / SPOT	10/24/16-11/04/16	1	:30	7P- WHEEL OF FORTUNE	1	X	X	X	X	X			2	$100.00	$200.00	Eureka ABC (KAEF)	Wheel Of Fortune	10/13/16
30.0	M/G For 18.0.1 / SPOT	10/19/16-10/19/16	1	:30	10:30P- JEOPARDY				1					1	$110.00	$110.00	Eureka ABC (KAEF)	Jeopardy	10/11/16
31.1	M/G For 11.0.1 / SPOT	10/24/16-11/04/16	1	:30	5:30P- 6P (PST)	1	X	X	X	X	X			2	$40.00	$80.00	Eureka ABC (KAEF)	Judge Judy	10/13/16
32.0	M/G For 10.0.1 / SPOT	10/19/16-10/19/16	1	:30	9P- 9:30P (PST)				1					1	$40.00	$40.00	Eureka ABC (KAEF)	Judge Judy	10/12/16
33.0	Normal Line / SPOT	10/24/16-11/04/16	1	:30	7:30P- JEOPARDY	1	X	X	X	X	X			2	$110.00	$220.00	Eureka ABC (KAEF)	Jeopardy	10/13/16
34.0	Normal Line / SPOT	10/24/16-11/04/16	1	:30	5P- 5:30P (PST)	1	X	X	X	X	X			2	$40.00	$80.00	Eureka ABC (KAEF)	Judge Judy	10/13/16
35.0	Normal Line / SPOT	10/17/16-10/21/16	1	:30	10A- 11A (PST)		1	1	1	1	1			3	$35.00	$105.00	Eureka ABC (KAEF)		10/13/16
36.0	Normal Line / SPOT	10/24/16-10/28/16	1	:30	10A- 11A (PST)		1	1	1	1	1			5	$35.00	$175.00	Eureka ABC (KAEF)		10/13/16
37.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	10A- 11A (PST)		1	1	1	1	1			5	$35.00	$175.00	Eureka ABC (KAEF)		10/13/16
38.0	Normal Line / SPOT	10/24/16-10/28/16	1	:30	12P- 1P (PST)		1	1	1	1	1			5	$30.00	$150.00	Eureka ABC (KAEF)	THE CHEW	10/13/16
39.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	12P- 1P (PST)		1	1	1	1	1			5	$30.00	$150.00	Eureka ABC (KAEF)	THE CHEW	10/13/16

CONFIRMATION CONTRACT

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Product	Issue Advertising (1119)
Brand	KAEF EST. 1813 (102921)
Salesperson	Continental - Los Angeles, Los Angeles (1174)
Sales Office	Continental - Los Angeles
Buyer Name	Nida,Hoshimi,
Phone/Fax	(323) 966-5066 /
CPE	234/355/1813
Account Types	National/Political Issue
Billing Type	Standard
Comments	No on 53 Separation: 30

Date Entered	09/07/16
Last Modified	10/18/16
Entered By	Chris Gomez
CO-OP	No
Headline #	ECR25277169
Demo	A35+R
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$3,083.25
Net Total	$17,471.75
Sales Tax	

Eureka ABC (KAEF)

By Broadcast Month	Spots	Rate
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Nov. 2016	94	$9,230.00
Grand Total:	232	$20,555.00

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
40.0	Normal Line / SPOT	10/31/16-10/31/16	1	:30	10P- 11P (PST)		1							1	$350.00	$350.00	Eureka ABC (KAEF)		10/13/16
41.0	Normal Line / SPOT	10/17/16-10/21/16	1	:30	11P- 11:35P (PST)		1	1	1	1	1			3	$150.00	$450.00	Eureka ABC (KAEF)		10/13/16
42.0	Normal Line / SPOT	10/24/16-10/28/16	1	:30	11P- 11:35P (PST)		1	1	1	1	1			5	$150.00	$750.00	Eureka ABC (KAEF)		10/13/16
43.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	11P- 11:35P (PST)		1	1	1	1	1			5	$150.00	$750.00	Eureka ABC (KAEF)		10/13/16
44.0	Normal Line / SPOT	10/24/16-10/28/16	1	:30	11:35P- 12:35A (PST)		1	1	1	1	1			5	$60.00	$300.00	Eureka ABC (KAEF)	KIMMEL	10/13/16
45.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	11:35P- 12:35A (PST)		1	1	1	1	1			5	$60.00	$300.00	Eureka ABC (KAEF)	KIMMEL	10/13/16
46.0	Normal Line / SPOT	11/01/16-11/01/16	1	:30	10P- MARVEL'S AGENTS OF S.H.I.E.L.D.			1						1	$400.00	$400.00	Eureka ABC (KAEF)	MARVEL'S AGENTS OF S.H.I.E.L.D.	10/13/16
47.0	Normal Line / SPOT	11/04/16-11/04/16	1	:30	9P- SHARK TANK						1			1	$250.00	$250.00	Eureka ABC (KAEF)	SHARK TANK	10/13/16
48.0	Normal Line / SPOT	10/17/16-10/21/16	1	:30	11P- 11:35P (PST)		1	1	1	1	1			3	$150.00	$450.00	Eureka ABC (KAEF)	NORTHCOAST NEWS	10/13/16
49.0	Normal Line / SPOT	11/07/16-11/07/16	1	:30	11P- 11:35P (PST)		1							1	$150.00	$150.00	Eureka ABC (KAEF)	NORTHCOAST NEWS	10/13/16
50.0	Normal Line / SPOT	10/31/16-11/04/16	1	:30	5:59P- NORTH COAST NEWS AT 6PM	1	X	X	X	X	X			1	$175.00	$175.00	Eureka ABC (KAEF)		10/13/16
51.0	M/G For 19.0.1 / SPOT	10/20/16-10/20/16	1	:30	7:58P- GREYS ANATOMY					1				1	$350.00	$350.00	Eureka ABC (KAEF)	GREY'S ANATOMY	10/14/16
52.0	M/G For 1.0.1,1.0.2 / SPOT	10/19/16-10/21/16	1	:30	5A- 7A (PST)	2			X	X	X			2	$40.00	$80.00	Eureka ABC (KAEF)	KRCR News Ch 7: Daybreak	10/14/16

CONFIRMATION CONTRACT

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53.0	M/G For 3.0.1,3.0.2 / SPOT	10/19/16-10/21/16	1	:30	7A- 9A (PST)	2			X	X	X			2	$40.00	$80.00	Eureka ABC (KAEF)	Good Morning America	10/14/16
54.0	M/G For 6.0.1,6.0.2 / SPOT	10/19/16-10/21/16	1	:30	3P- 4P (PST)	2			X	X	X			2	$40.00	$80.00	Eureka ABC (KAEF)	Ellen	10/14/16
55.0	M/G For 8.0.1,8.0.2 / SPOT	10/19/16-10/21/16	1	:30	4P- 5P (PST)	2			X	X	X			2	$35.00	$70.00	Eureka ABC (KAEF)	Dr Phil	10/14/16
56.0	M/G For 10.0.2,10.0.3 / SPOT	10/20/16-10/21/16	1	:30	5P- 5:30P (PST)					1	1			2	$40.00	$80.00	Eureka ABC (KAEF)	Judge Judy	10/14/16
57.0	M/G For 11.0.2,11.0.3 / SPOT	10/20/16-10/21/16	1	:30	5:30P- 6P (PST)					1	1			2	$40.00	$80.00	Eureka ABC (KAEF)	Judge Judy	10/14/16
58.0	M/G For 13.0.2,13.0.3 / SPOT	10/20/16-10/21/16	1	:30	6P- 6:30P (PST)					1	1			2	$175.00	$350.00	Eureka ABC (KAEF)	North Coast News	10/14/16
59.0	M/G For 15.0.2,15.0.3 / SPOT	10/20/16-10/21/16	1	:30	7P- 7:30P (PST)					1	1			2	$100.00	$200.00	Eureka ABC (KAEF)	Wheel Of Fortune	10/14/16
60.0	M/G For 18.0.2,18.0.3 / SPOT	10/20/16-10/21/16	1	:30	7:30P- 8P (PST)					1	1			2	$110.00	$220.00	Eureka ABC (KAEF)	Jeopardy	10/14/16
61.0	M/G For 35.0.1,35.0.2 / SPOT	10/19/16-10/21/16	1	:30	10A- 11A (PST)	2			X	X	X			1	$35.00	$35.00	Eureka ABC (KAEF)		10/14/16
62.0	M/G For 41.0.1,41.0.2 / SPOT	10/19/16-10/21/16	1	:30	11P- 11:35P (PST)	2			X	X	X			2	$150.00	$300.00	Eureka ABC (KAEF)		10/14/16
63.0	M/G For 48.0.1,48.0.2 / SPOT	10/19/16-10/21/16	1	:30	11P- 11:35P (PST)	2			X	X	X			2	$150.00	$300.00	Eureka ABC (KAEF)	NORTHCOAST NEWS	10/14/16
64.0	M/G For 61.0.1 / SPOT	10/24/16-10/28/16	1	:30	4P- 5P (PST)	1	X	X	X	X	X			1	$35.00	$35.00	Eureka ABC (KAEF)		10/18/16

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

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