231716

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25194117 **Changes as of:** 9/30/2016 at 4:02 PM **Version:** Highlighting Revision 3

CPE: //1809 **Flight:** 10/3/16 - 10/9/16 **Station:** KRCR **Total $:** $10,790.00

Agency: TARGET ENTERPRISES **Advertiser:** CA Against RX Measure **Market:** Chico **Total Spots:** 48

TARGET ENTERPRISES 15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403 **Product:** CA AGAINST RX MEASURE-1809 **Office:** LOS ANGELES **Total CPP:** $30.29

Agency Order #: **Primary Demo:** Adults 35+ **Total GRP:** 356.2

Buyer: CORISSA EMBRO **Con Type:** POLITICAL/VOTE **Traffic #:** 231716

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

Comments: CALIFORNIANS AGAINST THE MISLEADING RX MEASURE

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/3 - 10/3		Total Spots	Total $	CPP	GRP
							10/3					
1	M-F 6a-7a		DAYBREAK NEWS	$250.00	5.4	30	10		10	$2,500.00	$46.30	54.0
	2X PER DAY, 20 MAX SEP											
REV- 2	M-F 7a-9a		GOOD MORNING AMERICA	$250.00	5.7	30	10 ▶ 5		5	$1,250.00	$43.86	28.5
	2X PER DAY, 20 MAX SEP											
REV- 10	M-F 5p-6p		NEWS AT 5/5:30	$350.00	10.0	30	10 ▶ 5		5	$1,750.00	$35.00	50.0
	2X PER DAY, 20 MAX SEP											
11	M-F 6:30p-7p		NEWS AT 6:30	$350.00	10.6	30	4		4	$1,400.00	$33.02	42.4
	1X PER DAY											
12	Su 7a-8a		SU GOOD MORNING	$100.00	2.5	30	1		1	$100.00	$40.00	2.5
13	Su 6:30p-7p		SU NEWS	$220.00	5.5	30	1		1	$220.00	$40.00	5.5
14	Su 6p-6:30p		SU WORLD NEWS	$220.00	5.7	30	1		1	$220.00	$38.60	5.7
15	Tu 6p-8p		VP DEBATE	$350.00	10.6	30	1		1	$350.00	$33.02	10.6
	1X PER DAY											
REV+ 16	M-F 7a-9a		GOOD MORNING AMERICA	$125.00	5.7	15	0 ▶ 10		10	$1,250.00	$21.93	57.0
	2X PER DAY, 20 MAX SEP [BOOKENDS]											
REV+ 17	M-F 5p-6p		NEWS AT 5/5:30	$175.00	10.0	15	0 ▶ 10		10	$1,750.00	$17.50	100.0
	2X PER DAY, 20 MAX SEP [BOOKENDS]											
						TOTALS:	**48**		**48**	**$10,790.00**	**$30.29**	**356.2**

Bonten California

KRCR TV
755 Auditorium Drive
Redding, CA 96001

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

Contract # 231716

Schedule Dates	10/03/16-10/09/16
Advertiser	CA Against RX Measure (10270)
Agency	Target Enterprises LTD (1941)
Product	Issue Advertising (1119)
Brand	KRCR 4Q 2016 (92687)
Salesperson	Continental - Los Angeles, Los Angeles (1174)
Sales Office	Continental - Los Angeles
Buyer Name	EMBRO,CORISSA
Phone/Fax	/
CPE	N/A
Account Types	National/Political Issue
Billing Type	Standard
Comments	CA AGAINST RX MEASUR

Date Entered	06/17/16
Last Modified	09/30/16
Entered By	Chris Gomez
CO-OP	No
Headline #	ECR25194117
Demo	A55+
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$1,618.50
Net Total	$9,171.50
Sales Tax	

Redding ABC (KRCR)

By Broadcast Month	Spots	Rate
Oct. 2016	38	$10,790.00
Grand Total:	38	$10,790.00

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	Revised Line / SPOT	10/03/16-10/07/16	1	:30	7A- 9A (PST)	9	X	X	X	X	X						Redding ABC (KRCR)	GOOD MORNING AMERICA 2X PER DAY MAX SEP	6/17/16
1.1	Normal Line / SPOT	10/03/16-10/07/16	1	:30	6A- 7A (PST)		2	2	2	2	2			10	$250.00	$2,500.00	Redding ABC (KRCR)	DAYBREAK 2X PER DAY MAX SEP	6/22/16
2.0	Revised Line / SPOT	10/03/16-10/07/16	1	:30	5P- 6P (PST)		1	1	1	1	1						Redding ABC (KRCR)	KRCR NEWS 1X PER DAY MAX SEP	6/17/16
2.1	Revised Line / SPOT	10/03/16-10/07/16	1	:30	7A- 9A (PST)		2	2	2	2	2						Redding ABC (KRCR)	GMA 2X PER DAY MAX SEP	6/22/16
2.2	Normal Line / SPOT	10/03/16-10/07/16	1	:30	7A- 9A (PST)		1	1	1	1	1			5	$250.00	$1,250.00	Redding ABC (KRCR)	GMA 2X PER DAY MAX SEP	9/30/16
3.0	Revised Line / SPOT	10/03/16-10/07/16	1	:30	5P- 6P (PST)		2	2	2	2	2						Redding ABC (KRCR)	5-6P NEWS 2X PER DAY MAX SEP	6/22/16
3.1	Normal Line / SPOT	10/03/16-10/07/16	1	:30	5P- 6P (PST)		1	1	1	1	1			5	$350.00	$1,750.00	Redding ABC (KRCR)	5-6P NEWS 2X PER DAY MAX SEP	9/30/16
4.0	Normal Line / SPOT	10/03/16-10/07/16	1	:30	6:30P- 7P (PST)		1	1	1	1	1			4	$350.00	$1,400.00	Redding ABC (KRCR)	6:30P NEWS 1X PER DAY MAX SEP	6/22/16
4.0.1	Closed Preempt	10/04/16															Redding ABC (KRCR)	Schedule Change/Exception - vice pres debate night	
5.0	Normal Line / SPOT	10/09/16-10/09/16	1	:30	7A- 9A (PST)								1	1	$100.00	$100.00	Redding ABC (KRCR)	GMA SUN 1X PER DAY MAX SEP	6/22/16

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: 10:41 AM on Tuesday, October 4 2016

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7.0	Normal Line / SPOT	10/09/16-10/09/16	1	:30	6P- 6:30P (PST)								1	1	$220.00	$220.00	Redding ABC (KRCR)	WORLD NEWS SUN 1X PER DAY MAX SEP	6/22/16
8.0	M/G For 4.0.1 / SPOT	10/04/16-10/04/16	1	:30	6P- VICE PRESIDENTIAL DEBATE			1						1	$350.00	$350.00	Redding ABC (KRCR)	VICE PRESIDENTIAL DEBATE	9/28/16
9.0	Normal Line / SPOT(B/E)	10/03/16-10/07/16	1	:15/:15	7A- 9A (PST)		1	1	1	1	1			5	$250.00	$1,250.00	Redding ABC (KRCR)	GMA 2X PER DAY MAX SEP	9/30/16
10.0	Normal Line / SPOT(B/E)	10/03/16-10/07/16	1	:15/:15	5P- 6P (PST)		1	1	1	1	1			5	$350.00	$1,750.00	Redding ABC (KRCR)	5-6P NEWS 2X PER DAY MAX SEP	9/30/16

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