



22497

125 West 55th St  
New York, NY 10019

Contract # 26228685  
CPE: //2669  
Agency: TARGET ENTERPRISES  
15260 VENTURA BLVD  
SUITE 1240 SHERMAN  
OAKS CA 91403

Changes as of: 10/24/2018 at 12:09 PM  
Flight: 10/24/18 - 10/30/18  
Advertiser: IVEY, KAY  
Product: KAY IVEY FOR GOV

Version: Current State Version 2  
Station: WCOV  
Market: Montgomery  
Office: LOS ANGELES

Con Type: POLITI  
Total \$: \$3,150.  
Total Spots: 10

Agency Order #:  
Buyer: MEREDITH MARCUS  
Salesperson: MARK DEUTSCH  
Separation:  
Service: Nielsen  
Primary Demo: Adults 35+  
Assistant: KARA VALERIANO

Total CPP: \$77.97  
Total GRP: 40.4

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/24 - 10/29		Total Spots	Total \$	CPP
							10/24	10/29			
1	W-F 9p-9:35p		WCOV LOCAL NEWS	\$150.00	3.7	30	3	0	3	\$450.00	\$40.5
2	M-Tu 9p-9:35p		WCOV LOCAL NEWS	\$150.00	3.7	30	0	2	2	\$300.00	\$40.5
3	Su 9p-9:35p		FOX NEWS SUNDAY	\$100.00	3.1	30	1	0	1	\$100.00	\$32.2
4	W 7p-10p		MLB WORLD SERIES	\$600.00	5.5	30	2	0	2	\$1,200.00	\$109.0
5	Th 7:20p-10:30p		TNF DOLPHINS V TEXANS	\$550.00	3.9	30	2	0	2	\$1,100.00	\$141.0
TOTALS:							8	2	10	\$3,150.00	\$77.9

COPY

COPY

T.M.D.  
10/23/18

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 26228685

Changes as of: 10/24/2018 at 12:09 PM

Version: Current State Version 2

CPE: //12669

Flight: 10/24/18 - 10/30/18

Station: WCOV

Con Type: POLITI

Agency: TARGET

Advertiser: IVEY, KAY

Market: Montgomery

Total \$: \$3,150.

ENTERPRISES

Product: KAY IVEY FOR GOV

Office: LOS ANGELES

Total Spots: 10

15260 VENTURA BLVD  
SUITE 1240 SHERMAN  
OAKS CA 91403

Agency Order #:

Service: Nielsen

Total CPP: \$77.97

Buyer: MEREDITH MARCUS

Primary Demo: Adults 35+

Total GRP: 40.4

Salesperson: MARK DEUTSCH

Assistant: KARA VALERIANO

Separation:

Special Instructions

## Order Level Comments

Date/Time Added by Comment  
10/23/18 1:48 PM Trennetta McGhee PER DREW ORDER N/A DUE TO RATES.

## Competitive Information

Market Budget: \$19,688  
WCOV Share: 16%  
Comment: APPROXIMATE SHARES  
Unknown: 84%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	10	\$3,150.00	\$77.97	40.4
<b>Total</b>	<b>100%</b>	<b>10</b>	<b>\$3,150.00</b>	<b>\$77.97</b>	<b>40.4</b>

Monthly Summary		
Month	Spots	
2018-Oct	8	
2018-Nov	2	
<b>Total</b>	<b>10</b>	

## Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 2	10/23/18 4:52 PM	Trennetta McGhee	Canceled			\$0	\$3,150.00	Changes: Total GRPs from 40.4 to 29.4, Total CPP from \$77.97 to \$107.14, GIMPs from 40 to 29, Total CPM from \$34,034.65 to \$107,142.86. 2 buylines modified.
Queued for Electronic Contracting	10/23/18 4:36 PM					\$0	\$0	
Revision	10/23/18 4:28 PM	KARA VALERIANO	Confirmed			\$1,775.00	\$3,150.00	Changes: Calculated Dollars from \$1,375.00 to \$3,150.00, Total CPP from \$77.97, Competitive Market Budget from \$8,594 to \$19,688, Total \$ from \$1,375.00 to \$3,150.00, Origuser Entered Dollars to \$1,375.00, User Entered \$ from \$1,375.00 to \$3,150.00. 5 buylines added or modified.
Makegood 1	10/23/18 1:48 PM	Trennetta McGhee	Confirmed			\$0	\$1,375.00	Changes: Total GIMPs from 0 to 40, Total CPM from \$0.00 to \$34,034.65.
Queued for Electronic Contracting	10/23/18 8:50 AM					\$0	\$0	
New	10/22/18 5:48 PM	KARA VALERIANO	Confirmed	10		\$1,375.00	\$1,375.00	

## 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 O KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE C ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.