

21494



125 West 55th St
New York, NY 10019

Contract # 26005535 Changes as of: 5/14/2018 at 4:33 PM Version: Current State Version 2
CPE: AINSW/ORDR/516522 Flight: 5/16/18 - 5/22/18 Station: WCOV
Agency: Smart Media Group Advertiser: Will Ainsworth for LT. Governor - AL Market: Montgomery

1427 LESLIE AVE
SUITE #102
ALEXANDRIA, VA 22301

Product: ORDR
Agency Order #: 30053660
Buyer: berg, fran

Salesperson: CHRISTIAN MUNOZ
Separation: 202-955-5342
Assistant: CHRISTIAN MUNOZ
202-955-5342

Office: WASHINGTON
Service: Nielsen
Primary Demo: Adults 35+

Total Spots: 15
Total CPP: \$52.93
Total GRP: 30.7

Comments: NEW ORDER FOR AINSWORTH FOR LT GOV EST 516522; PLS CNFM; THANKS FRAN

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	Len	5/16 - 5/22							Total Spots	Total \$	CPP*	GRP*
								5/16	5/17	5/18	5/19	5/20	5/21	5/22				
1	M-F 4p-5p		ELLEN	\$45.00	1.0	3,300	30	1	1	1	0	0	1	1	5	\$225.00	\$45.00	5.0
2	M-F 9p-9:35p		WCOV 9 O'CLOCK LOCAL	\$100.00	2.7	8,800	30	1	1	0	0	0	1	1	4	\$400.00	\$37.04	10.8
3	M-F 9:35p-10:05p		ANDY GRIFFITH	\$50.00	1.7	5,600	30	1	1	1	0	0	1	1	5	\$250.00	\$29.41	8.5
4	W 7p-8p		EMPIRE-FOX	\$750.00	6.4	20,500	30	1	0	0	0	0	0	0	1	\$750.00	\$117.19	6.4
TOTALS:								4	3	2	0	0	3	3	15	\$1,625.00	\$52.93	30.7

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COPY

1.5/14/18



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New York, NY 10019

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CPE: AINSW/ORDR/516522	Flight: 5/16/18 - 5/22/18	Station: WCOV
Agency: Smart Media Group	Advertiser: Will Ainsworth for LT, Governor - AL	Market: Montgomery
Product: ORDR	Agency Order #: 30053660	Office: WASHINGTON
Suite #102	Buyer: berg, fran	Service: Nielsen
ALEXANDRIA, VA 22301		Primary Demo: Adults 35+
Salesperson: CHRISTIAN MUNOZ	Separation: 202-955-5342	Assistant: CHRISTIAN MUNOZ
		Con Type: POLITICAL/NOTE
		Total Spots: 15
		Total CPM: \$52.93
		Total GRP: 30.7
		Total \$: \$1,625.00

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
05/14/18 4:19 PM	CHRISTIAN MUNOZ	NEW ORDER FOR AINSWORTH FOR LT GOV EST 516522: PLS CNFM: THANKS FRAN
05/09/18 8:40 AM	System	Notice Received.
05/03/18 9:54 AM	CHRISTIAN MUNOZ	NEW ORDER FOR AINSWORTH FOR LT GOV EST 516522: PLS CNFM: THANKS FRAN

Competitive Information	
Market Budget:	\$27,083
WCOV Share:	6%
Comment:	
WAKA:	46%
WSFA:	48%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	15	\$1,625.00	\$52.93	30.7
Total	100%	15	\$1,625.00	\$52.93	30.7

Monthly Summary		
Month	Spots	Dollars
2018-May	15	\$1,625.00
Total	15	\$1,625.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	5/14/18 4:33 PM					\$0
Revision	5/14/18 4:19 PM	CHRISTIAN MUNOZ	Confirmed			\$1,000.00
Queued for Electronic Contracting	5/9/18 8:39 AM					\$0
New	5/3/18 9:43 AM	CHRISTIAN MUNOZ	Confirmed	15		\$625.00
						\$625.00

Changes: Calculated Dollars from \$625.00 to \$1,625.00. Total CPM from \$15.05 to \$52.93. Competitive Market Budget from \$6,250 to \$27,083. Original Entered Dollars to \$625.00. User Entered \$ from \$0.00 to \$1,625.00. Total \$ from \$625.00 to \$1,625.00. 4 buylines added or modified.

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.
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