

2/353



125 West 55th St
New York, NY 10019

Contract # 25918467	Changes as of: 4/25/2018 at 2:54 PM	Version: Current State Version 3	Con Type: POLITICAL/NOTE
CPE: 1272/1917/5370	Flight: 5/14/18 - 6/10/18	Station: WCOV	Total \$: \$570.00
Agency: STRATEGIC MEDIA PLACEMENT	Advertiser: Scott Dawson for Governor	Market: Montgomery	
Product: TV	Agency Order #: 7174345	Office: WASHINGTON	Total Spots: 5
Buyer: Fink, Brant	Salesperson: CHRISTIAN MUNOZ	Service: Nielsen	Total CPP: \$41.30
Separation:	Assistant: CHRISTIAN MUNOZ		Total GRP: 13.8

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	5/14 - 6/4					Total Spots	Total		GRP*
							5/14	5/21	5/28	6/4	\$		CPP*		
1	Su 12m-1a		Rizzoli and Isles	\$20.00	1.0	30	1	0	0	0		1	\$20.00	\$20.00	1.0
3	M-F 3p-9:35p		Wcov 9 O'Clock Local News	\$150.00	3.2	30	1	1	0	1		3	\$450.00	\$46.88	9.6
4	Sa-Su 9p-9:35p		Fox 20 News @ 9	\$100.00	3.2	30	0	0	1	0		1	\$100.00	\$31.25	3.2
TOTALS:							2	1	1	1		5	\$570.00	\$41.30	13.8

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T.M.B. 4/25/18



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Agency: STRATEGIC MEDIA PLACEMENT	Advertiser: Scott Dawson for Governor	Market: Montgomery
Product: TV	Agency Order #: 7174345	Office: WASHINGTON
Buyer: Fink, Brant	Salesperson: CHRISTIAN MUNOZ	Service: Nielsen
Separation:	202-955-5342	Primary Demo: Adults 35+
		Assistant: CHRISTIAN MUNOZ
		202-955-5342
		Total Spots: 5
		Total CPP: \$41.30
		Total GRP: 13.8
		Con Type: POLITICAL/VOTE
		Total \$: \$570.00

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
04/25/18 2:47 PM	CHRISTIAN MUNOZ	Separation: 30
04/25/18 2:44 PM	System	Notice Received.
04/25/18 2:30 PM	GOTOSTRATA1114768	Separation: 30
03/26/18 4:40 PM	Trennetta McGhee	PER: Draw entire order n/a due to rates.
03/21/18 9:44 AM	System	Notice Received.
03/21/18 9:41 AM	CHRISTIAN MUNOZ	Separation: 30

Competitive Information	
Market Budget:	\$28,500
WCOV Share:	2%
Comment:	
WAKA:	20%
WNCN:	7%
WSFA:	71%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	5	\$570.00	\$41.30
Total	100%	5	\$570.00	\$41.30

Monthly Summary		
Month	Spots	Dollars
2018-May	3	\$320.00
2018-Jun	2	\$250.00
Total	5	\$570.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	4/25/18 2:54 PM					\$0
Revision	4/25/18 2:47 PM	CHRISTIAN MUNOZ	Confirmed		11	\$0
Queued for Electronic Contracting	4/25/18 2:33 PM					\$0
Revision	4/25/18 2:30 PM	GOTOSTRATA1114768	Confirmed	3	4	\$0
Makegood 1	3/26/18 4:40 PM	Trennetta McGhee	Confirmed			\$0
Queued for Electronic Contracting	3/21/18 9:42 AM					\$0
New	3/21/18 9:39 AM	CHRISTIAN MUNOZ	Confirmed	17		\$570.00

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 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.