



125 West 55th St
New York, NY 10019

Contract # 26131536		Changes as of: 8/16/2018 at 6:02 PM		Version: Original Order		Con Type: POLITICAL/VOTE	
CPE: MAR18/ORDR/821827		Flight: 8/21/18 - 8/27/18		Station: WATE		Total \$: \$14,160.00	
Agency: Smart Media Group		Advertiser: Marsha for Senate		Market: Knoxville		Total Spots: 78	
1427 LESLIE AVE		Product: ordr		Office: WASHINGTON		Total CPP: \$62.96	
SUITE #102		Agency Order #: 30057271		Service: Nielsen		Total GRP: 224.9	
ALEXANDRIA, VA		Buyer: Dome, Patricia		Primary Demo: Adults 55+			
22301		Salesperson: BEN WILMETH		Assistant: BEN WILMETH			
		202-955-5342		202-955-5342			
		Separation:					
Comments: NEW ORDER							

#	Day/Time	DP	Program	Rate	A55P Rating	A55P Impre ssion	Len	8/21 - 8/27							Total Spots	Total \$	CPP*	GRP*
								8/21	8/22	8/23	8/24	8/25	8/26	8/27				
	M-F 1 1p-2p		THE CHEW	\$85.00	2.1	9,100	30	2	1	2	1	0	0	2	8	\$680.00	\$40.48	16.8
	Su 2 10a-11a		THIS WEEK	\$350.00	3.0	12,800	30	0	0	0	0	0	1	0	1	\$350.00	\$116.67	3.0
	Su 3 12n-12:30p		TENNESSEE THIS WEEK	\$150.00	2.4	10,500	30	0	0	0	0	0	1	0	1	\$150.00	\$62.50	2.4
	M-F 4 3:30p-4p		FAMILY FEUD	\$85.00	1.8	7,600	30	1	1	1	1	0	0	1	5	\$425.00	\$47.22	9.0
	M-F 5 4:30a-4:59a		GOOD MORNING TENNESS	\$40.00	1.4	5,900	30	1	1	1	1	0	0	1	5	\$200.00	\$28.57	7.0
	M-F 6 5a-6a		GD MRN TN-5<	\$90.00	2.0	8,500	30	2	2	2	2	0	0	2	10	\$900.00	\$45.00	20.0
	Sa 7 5a-6a		GOOD MORNING TENNESS	\$55.00	1.9	8,400	30	0	0	0	0	1	0	0	1	\$55.00	\$28.95	1.9
	Sa 8 6a-7a		GOOD MORNING TENNESS	\$90.00	2.4	10,300	30	0	0	0	0	2	0	0	2	\$180.00	\$37.50	4.8
	Sa 9 7a-8a		GOOD MORNING TENNESS	\$150.00	4.6	19,800	30	0	0	0	0	2	0	0	2	\$300.00	\$32.61	9.2
	Su 10 5a-6a		GOOD MORNING TENNESS	\$40.00	1.3	5,500	30	0	0	0	0	0	1	0	1	\$40.00	\$30.77	1.3
	Su 11 6a-7a		GOOD MORNING TENNESS	\$85.00	2.2	9,300	30	0	0	0	0	0	2	0	2	\$170.00	\$38.64	4.4
	M-F 12 4p-5p		WATE 6 NEWS-4<	\$150.00	2.9	12,500	30	1	1	1	1	0	0	1	5	\$750.00	\$51.72	14.5
	M-F 13 5p-5:30p		WATE 6 NEWS AT 5PM	\$200.00	3.6	15,600	30	1	1	1	1	0	0	1	5	\$1,000.00	\$55.56	18.0
	M-F 14 5:30p-6p		WATE 6 NEWS AT 5:30PM	\$250.00	4.7	20,100	30	1	1	1	1	0	0	1	5	\$1,250.00	\$53.19	23.5
	M-F 15 6p-6:30p		WATE 6 NEWS AT 6PM	\$350.00	6.5	28,200	30	1	1	1	1	0	0	1	5	\$1,750.00	\$53.85	32.5
	Sa 16 6p-6:30p		WATE 6 NEWS	\$175.00	4.9	21,100	30	0	0	0	0	1	0	0	1	\$175.00	\$35.71	4.9
	Su 17 6p-6:30p		WATE 6 NEWS AT 6	\$250.00	5.6	24,100	30	0	0	0	0	0	1	0	1	\$250.00	\$44.64	5.6
	M-F 18 1:05a-1:35a		FAMILY FEUD	\$25.00	1.0	4,500	30	1	1	1	1	0	0	1	5	\$125.00	\$25.00	5.0
	Su 19 12:05a-1:05a		CASTLE	\$40.00	1.7	7,300	30	0	0	0	0	0	2	0	2	\$80.00	\$23.53	3.4
	Su 20 11:35p-12:05a		FAMILY FEUD	\$55.00	2.4	10,200	30	0	0	0	0	0	1	0	1	\$55.00	\$22.92	2.4



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202-955-5342 202-955-5342

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								8/21	8/22	8/23	8/24	8/25	8/26	8/27				
21	Sa 11p-11:35p		WATE 6 NEWS AT 11	\$175.00	2.5	10,900	30	0	0	0	0	1	0	0	1	\$175.00	\$70.00	2.5
22	Su 11p-11:35p		WATE 6 NEWS AT 11	\$300.00	4.2	18,000	30	0	0	0	0	0	1	0	1	\$300.00	\$71.43	4.2
23	Sa 10p-11p		20/20 SATURDAY-ABC	\$250.00	1.8	7,600	30	0	0	0	0	2	0	0	2	\$500.00	\$138.89	3.6
24	Su 7p-8p		AMERICASFUNNIEST HO	\$850.00	5.3	22,800	30	0	0	0	0	0	2	0	2	\$1,700.00	\$160.38	10.6
25	Su 10p-11p		TO TELL THE TRUTH-AB	\$850.00	4.4	19,100	30	0	0	0	0	0	2	0	2	\$1,700.00	\$193.18	8.8
26	Sa 4p-7p		TN TITANS @ PITTSBUR	\$450.00	2.8	12,000	30	0	0	0	0	2	0	0	2	\$900.00	\$160.71	5.6
null																		
TOTALS:															78	\$14,160.00	\$62.96	224.9



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202-955-5342 **Separation:**

Special Instructions	

Order Level Comments		
Date/Time	Added by	Comment
08/16/18 6:02 PM	BEN WILMETH	NEW ORDER

Competitive Information	
Market Budget:	\$43,984
WATE Share:	32%
Comment:	
WBIR:	21%
WBXX:	2%
WTNZ:	2%
WVLT:	43%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	78	\$14,160.00	224.9
Total	100%	78	\$14,160.00	224.9

Monthly Summary		
Month	Spots	Dollars
2018-Aug	67	\$12,710.00
2018-Sep	11	\$1,450.00
Total	78	\$14,160.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot- \$ Chg Contract \$ Comment
Queued for Electronic Contracting	8/17/18 8:39 AM				\$0
New	8/16/18 6:02 PM	BEN WILMETH	New	78	\$14,160.00 \$14,160.00

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.
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