



125 West 55th St
New York, NY 10019

Contract # 26464442	Changes as of: 5/2/2019 at 3:35 PM	Version: Current State Version 2
CPE: BEVIN/ORDR/514520	Flight: 5/14/19 - 5/20/19	Station: WSIL
Agency: Smart Media Group 1427 LESLIE AVE SUITE #102 ALEXANDRIA, VA 22301	Advertiser: Bevin, Matt Product: odr Agency Order #: 30061471 Buyer: Braunscheidel, Anne	Market: Paducah Office: WASHINGTON Service: Nielsen Primary Demo: Adults 35+
	Salesperson: ERIN SCHUMACHER 212-424-6620	Assistant: ERIN SCHUMACHER 212-424-6620

Con Type: POLITICAL/VOTE
Total \$: \$1,020.00
Total Spots: 7
Total CPP: \$48.80
Total GRP: 20.9

Traffic #: 11751

Separation:

Comments: Hi, NEW order for Bevin in Bowling Green /Pad 5/4-5/13 and 5/14-5/20. :60 sec adds Payment and traffic coming soon Please Confirm . Thanks Thank you!

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	Len	5/14 - 5/20							Total Spots	Total \$	CPP*	GRP*
								5/14	5/15	5/16	5/17	5/18	5/19	5/20				
1	M-F 4p-5p		ELLEN	\$70.00	2.3	11,400	60	1	0	0	0	0	0	1	2	\$140.00	\$30.43	4.6
2	M-F 7a-8a		GOODMORNING AMERICA	\$150.00	3.1	15,700	60	0	1	1	1	0	0	1	4	\$600.00	\$48.39	12.4
3	F 8p-10p		20/20 (2 HOURS)-ABC	\$280.00	3.9	19,800	60	0	0	0	1	0	0	0	1	\$280.00	\$71.79	3.9
TOTALS:								1	1	1	2	0	0	2	7	\$1,020.00	\$48.80	20.9



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
05/02/19 8:58 AM	ERIN SCHUMACHER	Hi, NEW order for Bevin in Bowling Green /Pad 5/4-5/13 and 5/14-5/20. :60 sec adds Payment and traffic coming soon Please Confirm . Thanks Thank you!
05/02/19 8:58 AM	ERIN SCHUMACHER	Hi, NEW order for Bevin in Bowling Green /Pad 5/4-5/13 and 5/14-5/20. :60 sec adds Payment and traffic coming soon Please Confirm . Thanks Thank you!

Competitive Information	
Market Budget:	\$22,000
WSIL Share:	5%
Comment:	
KBSI:	3%
KFVS:	13%
WDKA:	1%
WPSD:	78%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	7	\$1,020.00	\$48.80	20.9
Total	100%	7	\$1,020.00	\$48.80	20.9

Monthly Summary		
Month	Spots	Dollars
2019-May	7	\$1,020.00
Total	7	\$1,020.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	5/2/19 9:02 AM					\$0	\$0	
Revision	5/2/19 8:58 AM	ERIN SCHUMACHER	Confirmed			\$0	\$1,020.00	Changes: Origoffice Id to 109, Office from NEW YORK to WASHINGTON.
New	5/2/19 8:57 AM	ERIN SCHUMACHER	New	7		\$1,020.00	\$1,020.00	

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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