



WTVZ Norfolk
900 Granby St
Norfolk, VA 23510

Strategic Media Services
1911 N Ft Myer Dr
Ste 400
Arlington, VA 22209

Contract # 3044383

Schedule Dates

09/25/17-09/26/17

Advertiser

Ed Gillespie for VA Governor (116805)

Agency

Strategic Media Services (8287)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

277/357/3148 (963865)

Salesperson

Millennium/DC, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

Ben,Rheault,

Phone/Fax

/

CPE

277/357/3148

Account Types

National/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

Comments

Candidate

Date Entered 09/22/17
Last Modified 09/22/17
Entered By Bonnie Phlcrantz
CO-OP No
Headline # ECR25755886
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$226.50
Net Total \$1,283.50
Sales Tax

Norfolk (WTVZ)

By Broadcast Month

Oct. 2017 18

Grand Total: 18

Spots

18

Rate

\$1,510.00

\$1,510.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/25/17-09/25/17	4	:30	12P- 1P (EST)	1	X							1	\$25.00	\$25.00	Norfolk (WTVZ)	JUDGE FAITH Target 200118 Index: 98. Nielsen: 0.3	9/22/17
2.0	Normal Line / SPOT (1)	09/26/17-09/26/17	4	:30	12P- 1P (EST)	1		X						1	\$25.00	\$25.00	Norfolk (WTVZ)	JUDGE FAITH Target 200118 Index: 98. Nielsen: 0.3	9/22/17
3.0	Normal Line / SPOT (2)	09/25/17-09/25/17	4	:30	5P- 6P (EST)	1	X							1	\$100.00	\$100.00	Norfolk (WTVZ)	HARRY < Target 200118 Index: 107. Nielsen: 0.7	9/22/17
4.0	Normal Line / SPOT (2)	09/26/17-09/26/17	4	:30	5P- 6P (EST)	1		X						1	\$100.00	\$100.00	Norfolk (WTVZ)	HARRY < Target 200118 Index: 107. Nielsen: 0.7	9/22/17
5.0	Normal Line / SPOT (3)	09/25/17-09/25/17	4	:30	6P- 6:30P (EST)	1	X							1	\$150.00	\$150.00	Norfolk (WTVZ)	BIG BNG THEORY< Target 200118 Index: 113. Nielsen: 1.9	9/22/17
6.0	Normal Line / SPOT (3)	09/26/17-09/26/17	4	:30	6P- 6:30P (EST)	1		X						1	\$150.00	\$150.00	Norfolk (WTVZ)	BIG BNG THEORY< Target 200118 Index: 113. Nielsen: 1.9	9/22/17
7.0	Normal Line / SPOT (4)	09/25/17-09/25/17	4	:30	6:30P- 7P (EST)	1	X							1	\$150.00	\$150.00	Norfolk (WTVZ)	BG BNG THRY B< Target 200118 Index: 111. Nielsen: 1.7	9/22/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

9.22.17

9.22.17

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgf.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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8.0	Normal Line / SPOT (4)	09/26/17-09/26/17	4	:30	6:30P- 7P (EST)	1		X						1	\$150.00	\$150.00	Norfolk (WTVZ)	BG BNG THRY B< Target 200118 Index: 111. Nielsen: 1.7	9/22/17
9.0	Normal Line / SPOT (5)	09/25/17-09/25/17	4	:30	7P- 7:30P (EST)	1	X							1	\$200.00	\$200.00	Norfolk (WTVZ)	FAMILY FEUD< Target 200118 Index: 99. Nielsen: 1.9	9/22/17
10.0	Normal Line / SPOT (5)	09/26/17-09/26/17	4	:30	7P- 7:30P (EST)	1		X						1	\$200.00	\$200.00	Norfolk (WTVZ)	FAMILY FEUD< Target 200118 Index: 99. Nielsen: 1.9	9/22/17
11.0	Normal Line / SPOT (6)	09/25/17-09/25/17	4	:30	11P- 11:30P (EST)	1	X							1	\$40.00	\$40.00	Norfolk (WTVZ)	MIKE AND MOLLY< Target 200118 Index: 123. Nielsen: 0.7	9/22/17
12.0	Normal Line / SPOT (6)	09/26/17-09/26/17	4	:30	11P- 11:30P (EST)	1		X						1	\$40.00	\$40.00	Norfolk (WTVZ)	MIKE AND MOLLY< Target 200118 Index: 123. Nielsen: 0.7	9/22/17
13.0	Normal Line / SPOT (7)	09/25/17-09/25/17	4	:30	11:30P- 12A (EST)	1	X							1	\$40.00	\$40.00	Norfolk (WTVZ)	MIKE&MOLLY B< Target 200118 Index: 108. Nielsen: 0.7	9/22/17

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14.0	Normal Line / SPOT (7)	09/26/17-09/26/17	4	:30	11:30P- 12A (EST)	1		X						1	\$40.00	\$40.00	Norfolk (WTVZ)	MIKE&MOLLY B< Target 200118 Index: 108. Nielsen: 0.7	9/22/17
15.0	Normal Line / SPOT (8)	09/25/17-09/25/17	4	:30	12A- 12:30A (EST)	1	X							1	\$30.00	\$30.00	Norfolk (WTVZ)	2 BROKE GIRLS< Target 200118 Index: 93. Nielsen: 0.8	9/22/17
16.0	Normal Line / SPOT (8)	09/26/17-09/26/17	4	:30	12A- 12:30A (EST)	1		X						1	\$30.00	\$30.00	Norfolk (WTVZ)	2 BROKE GIRLS< Target 200118 Index: 93. Nielsen: 0.8	9/22/17
17.0	Normal Line / SPOT (9)	09/25/17-09/25/17	4	:30	12:30A- 1A (EST)	1	X							1	\$20.00	\$20.00	Norfolk (WTVZ)	MODERN FAMILY< Target 200118 Index: 108. Nielsen: 0.7	9/22/17
18.0	Normal Line / SPOT (9)	09/26/17-09/26/17	4	:30	12:30A- 1A (EST)	1		X						1	\$20.00	\$20.00	Norfolk (WTVZ)	MODERN FAMILY< Target 200118 Index: 108. Nielsen: 0.7	9/22/17

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Date:

Accepted-Station:

Date:

Comments:

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KATZ TELEVISION
GROUP

125 West 55th St
New York, NY 10019

0# 3044383

OF 9/26

Contract # 25755886 **Changes as of:** 9/22/2017 at 1:35 PM **Version:** Original Order
CPE: 277/357/3148 **Flight:** 9/25/17 - 9/26/17 **Station:** WTVZ **Total \$:** \$1,510.00
Agency: STRATEGIC MEDIA **Advertiser:** GILLESPIE, ED **Market:** Norfolk-Virginia Beach **Total Spots:** 18
Product: Candidate **Office:** WASHINGTON **Total CPP:** \$0.00
Agency Order #: 6565243 **Primary Demo:**
Buyer: Rheault, Ben **Con Type:** POLITICAL/VOTE **Total GRP:**
Salesperson: KELLY JOHNS **Assistant:** KELLY JOHNS 202-872-5880 **Separation:**

#	Day/Time	DP	Program	Rate	Len	9/25	9/26	Total Spots	Total \$	CPP	GRP
1	M-F 12n-1p		JUDGE FAITH	\$25.00	30	1	1	2	\$50.00	\$0.00	0.0
Target 200118 Index: 98, Nielsen: 0.3											
2	M-F 2p-6p		HARRY<	\$100.00	30	1	1	2	\$200.00	\$0.00	0.0
Target 200118 Index: 107, Nielsen: 0.7											
3	M-F 6p-6:30p		BIG BNG THEORY<	\$150.00	30	1	1	2	\$300.00	\$0.00	0.0
Target 200118 Index: 113, Nielsen: 1.9											
4	M-F 6:30p-7p		BG BNG THRY B<	\$150.00	30	1	1	2	\$300.00	\$0.00	0.0
Target 200118 Index: 111, Nielsen: 1.7											
5	M-F 7p-7:30p		FAMILY FEUD<	\$200.00	30	1	1	2	\$400.00	\$0.00	0.0
Target 200118 Index: 99, Nielsen: 1.9											
6	M-F 11p-11:30p		MIKE AND MOLLY<	\$40.00	30	1	1	2	\$80.00	\$0.00	0.0
Target 200118 Index: 123, Nielsen: 0.7											
7	M-F 11:30p-12m		MIKE&MOLLY B<	\$40.00	30	1	1	2	\$80.00	\$0.00	0.0
Target 200118 Index: 108, Nielsen: 0.7											
8	M-F 12m-12:30a		2 BROKE GIRLS<	\$30.00	30	1	1	2	\$60.00	\$0.00	0.0
Target 200118 Index: 93, Nielsen: 0.8											
9	M-F 12:30a-1a		MODERN FAMILY<	\$20.00	30	1	1	2	\$40.00	\$0.00	0.0
Target 200118 Index: 108, Nielsen: 0.7											
TOTALS:								18	\$1,510.00	\$0.00	0.0



125 West 55th St
New York, NY 10019

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CPE: 277/357/3148 **Flight:** 9/25/17 - 9/26/17 **Station:** WTVZ **Total \$:** \$1,510.00
Agency: STRATEGIC MEDIA **Advertiser:** GILLESPIE, ED **Market:** Norfolk-Virginia Beach **Total Spots:** 18
SERVICES
1911 NORTH FT MYER **Product:** Candidate **Office:** WASHINGTON **Total CPP:** \$0.00
DRIVE **Agency Order #:** 6565243 **Primary Demo:**
SUITE 400 **Buyer:** Rheault, Ben **Con Type:** POLITICAL/VOTE
ARLINGTON, VA 20009 **Salesperson:** KELLY JOHNS **Assistant:** KELLY JOHNS **Separation:**
202-872-5880 202-872-5880

Special Instructions	
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Competitive Information	
Market Budget: \$37,750	
WTVZ Share: 4%	
Comment: est	
WAVY: 35%	
WGNT: 3%	
WTKR: 21%	
WVBT: 10%	
WVEC: 27%	

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	18	\$1,510.00	0.0
Total	100%	18	\$1,510.00	0.0

Monthly Summary		
Month	Spots	Dollars
2017-Oct	18	\$1,510.00
Total	18	\$1,510.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot- \$ Chg Contract \$ Comment
Queued for Electronic Contracting	9/22/17 1:36 PM				\$0
New	9/22/17 1:35 PM	JENNA NUBAR	New	18	\$1,510.00 \$1,510.00

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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