

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25340323

Changes as of: 10/25/2016 at 11:37 AM

Version: Highlighting Revision 2

CPE: //2029
Agency: TARGET ENTERPRISES

Flight: 10/25/16 - 10/31/16
Advertiser: Friends of Pat Toomey

Station: WPGH
Market: Pittsburgh

TARGET ENTERPRISES 15260
VENTURA BLVD
SUITE 1240 SHERMAN
OAKS CA 91403

Product: Friends of Pat Toomey

Office: LOS ANGELES

Total \$: \$13,500.00
Total Spots: 8
Total CPP: \$182.43

Agency Order #:

Buyer: DEDE JEFFERY
Salesperson: JENNA AVISHAY
323-966-5205

Primary Demo: Adults 55+

Con Type: POLITICAL/VOTE
Assistant: JENNIFER CHANG
323-966-5129

Total GRP: 74.0
Traffic #: 2670170
Separation:

Comments: 100% Bookends : 15's

#	Day/Time	DP	Program	Rate	A55P Rating	Len	10/25	10/31	10/25 - 10/31	Total Spots	Total \$	CPP	GRP
REV-1	Tu 8p-11p	SP	World Series Game 5	\$1,500.00	8.5	15	4	2	0	2	\$3,000.00	\$176.47	17.0
[BOOKENDS] Changes: Day/Time from Su 8p-11p to Tu 8p-11p. Rate from 900 to 1500													
REV-2	Su 1p-4:30p	SP	NFL	\$1,750.00	7.5	15	4	0	0	0	\$0.00	\$233.33	0.0
[BOOKENDS]													
REV+3	Su 4:30p-7:45p	SP	NFL	\$1,750.00	9.5	15	4	6	0	6	\$10,500.00	\$184.21	57.0
[BOOKENDS]													

TOTALS: 8 0

8 \$13,500.00 \$182.43 74.0



125 West 55th St
New York, NY 10019

Contract # 25340323	Changes as of: 10/25/2016 at 11:37 AM	Version: Highlighting Revision 2
CPE: //2029	Flight: 10/25/16 - 10/31/16	Total \$: \$13,500.00
Agency: TARGET ENTERPRISES	Advertiser: Friends of Pat Toomey	Market: Pittsburgh
Product: Friends of Pat Toomey	Office: LOS ANGELES	Total Spots: 8
Target: ENTERPRISES 15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403		Total CPP: \$182.43
Agency Order #:	Buyer: DEDE JEFFERY	Primary Demo: Adults 55+
Salesperson: 323-966-5205	JENNA AVISHAY	Con Type: POLITICAL/VOTE
		Assistant: JENNIFER CHANG
		Total GRP: 74.0
		Traffic #: 2670170
		Separation:

Special Instructions	
----------------------	--

Date/Time	Added by	Comment	Order Level Comments
10/25/16 11:37 AM	JENNA AVISHAY	Canceled by new revision	
10/25/16 10:34 AM	JENNA AVISHAY	100% Bookends :15s	
10/25/16 9:59 AM	Christopher Koutsouflakis	LN 2 NA 4X 10/30	
10/24/16 4:03 PM	STEFANIE SOKOLOWSKI	100% Bookends :15s	

Competitive Information	
Market Budget:	\$103,846
WPGH Share:	13%
Comment:	
KDKA:	50%
WPXI:	20%
WTAE:	17%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
SP	100%	8	\$13,500.00	74.0
Total	100%	8	\$13,500.00	\$182.43

Monthly Summary		
Month	Spots	Dollars
2016-Oct	8	\$13,500.00
2016-Nov	0	\$0.00
Total	8	\$13,500.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	10/25/16 11:37 AM	JENNA AVISHAY	Revised	2		\$-3,500.00
Revision	10/25/16 10:34 AM	JENNA AVISHAY	Updated		2	\$-600.00
Makegood 1	10/25/16 9:59 AM	Christopher Koutsouflakis	Sent To Rep			\$0
Queued for Electronic Contracting	10/25/16 9:42 AM					\$0
New	10/24/16 4:03 PM	STEFANIE SOKOLOWSKI	Confirmed	12		\$17,600.00

Comment
Changes: Total Spots from 10 to 8, Calculated Dollars from \$17,000.00 to \$13,500.00, Total GRPs from 85.0 to 74.0, Total CPP from \$200.00 to \$182.43, Competitive Market Budget from \$130,769 to \$103,846, Total \$ from \$17,000.00 to \$13,500.00, User Entered \$ from \$17,000.00 to \$13,500.00. 2 buylines added or modified.
Changes: Calculated Dollars from \$17,600.00 to \$17,000.00, Total CPP from \$172.55 to \$200.00, Competitive Market Budget from \$135,385 to \$130,769, Total \$ from \$17,600.00 to \$17,000.00, Total Spots from 12 to 10, Total GRPs from 102.0 to 85.0, User Entered \$ from \$17,600.00 to \$17,000.00. 1 buyline added or modified.

Non-Discrimination Policy
PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS 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.