



125 West 55th St
New York, NY 10019

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Contract # 25340323 Changes as of: 10/25/2016 at 11:37 AM Version: Highlighting Revision 2

CPE: //2029 Agency: TARGET ENTERPRISES Advertiser: Friends of Pat Toomey Station: WPGH Market: Pittsburgh Total Spots: 8

TARGET ENTERPRISES 15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403 Product: Friends of Pat Toomey Office: LOS ANGELES 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		Total Spots	Total \$	CPP	GRP	
							10/25	10/31					
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
<i>BOOKENDS!</i>													
<i>Changes: Day/Time from Su 8p-11p to Tu 8p-11p. Rate from 900 to 1500</i>													
REV-2	Su 1p-4:30p	SP	NFL	\$1,750.00	7.5	15	4	0	0	0	\$0.00	\$233.33	0.0
<i>BOOKENDS!</i>													
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
<i>BOOKENDS!</i>													
TOTALS: 8 0										\$13,500.00	\$182.43	74.0	

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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 Station: WPGH Total \$: \$13,500.00
 Agency: TARGET ENTERPRISES Advertiser: Friends of Pat Toomey Market: Pittsburgh Total Spots: 8
 Product: Friends of Pat Toomey Office: LOS ANGELES Total CPP: \$182.43
 Agency Order #: Buyer: DEDE JEFFERY Primary Demo: Adults 55+ Total GRP: 74.0
 Salesperson: JENNA AVISHAY Assistant: JENNIFER CHANG Con Type: POLITICAL/VOTE Traffic #: 2670170
 323-966-5205 323-966-5129 Separation:

Date/Time	Added by	Comment
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
10/24/16 4:03 PM	STEFANIE SOKOLOWSKI	100% Bookends :15s

Order Level Comments

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

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

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	Contract \$	Comment
Revision	10/25/16 11:37 AM	JENNA AVISHAY	Revised	2		-\$3,500.00	\$0	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.
Revision	10/25/16 10:34 AM	JENNA AVISHAY	Updated		2	-\$600.00	\$0	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.
Makegood 1	10/25/16 9:59 AM	Christopher Koutsouflakis	Sent To Rep			\$0	\$0	
Queued for Electronic Contracting	10/25/16 9:42 AM					\$0	\$0	
New	10/24/16 4:03 PM	STEFANIE SOKOLOWSKI	Confirmed	12		\$17,600.00	\$17,600.00	

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.