



125 West 55th St
New York, NY 10019

Contract # 25256244 Changes as of: 9/23/2016 at 7:14 PM Version: Highlighting Makegood 6

CPE: //1974 Flight: 9/20/16 - 9/26/16 Station: WPGH Total \$: \$1,500.00

Agency: TARGET ENTERPRISES Advertiser: Friends of Pat Toomey/NRSC Market: Pittsburgh Total Spots: 1

Product: FPT/NRSC Office: LOS ANGELES Total CPP: \$197.37

Agency Order #: Buyer: DEDE JEFFERY Primary Demo: Adults 55+ Total GRP: 7.6

Salesperson: JENNA AVISHAY Con Type: POLITICAL/VOTE Assistant: JENNIFER CHANG Traffic #: 2587110

Separation: Separation:

#	Day/Time	DP	Program	Rate	A55P Rating	Len	9/20	9/26	9/20 - 9/26	Total Spots	Total \$	CPP	GRP
1	Tu-F 6p-6:30p		BIG BANG THEORY	\$300.00	2.6	30	0	0		0	\$0.00	\$115.38	0.0
2	M 6p-6:30p		BIG BANG THEORY	\$300.00	2.6	30	0	0		0	\$0.00	\$115.38	0.0
3	Tu-F 6:30p-7p		TWO AND A HALF MEN	\$300.00	2.2	30	0	0		0	\$0.00	\$136.36	0.0
4	M 6p-6:30p		TWO AND A HALF MEN	\$300.00	2.2	30	0	0		0	\$0.00	\$136.36	0.0
5	Tu-F 7p-7:30p		BIG BANG THEORY	\$450.00	3.2	30	0	0		0	\$0.00	\$140.63	0.0
6	M 7p-7:30p		BIG BANG THEORY	\$450.00	3.2	30	0	0		0	\$0.00	\$140.63	0.0
CR 7	Su 1p-4p		FOX NFL: TEAMS TBA	\$1,500.00	7.6	30	2	1		1	\$1,500.00	\$197.37	7.6
8	M 7:30p-8p		TWO AND A HALF MEN	\$300.00	2.2	30	0	0		0	\$0.00	\$136.36	0.0
9	M 6:30p-7p		TWO AND A HALF MEN	\$300.00	2.2	30	0	0		0	\$0.00	\$136.36	0.0
TOTALS:						1	0	0		1	\$1,500.00	\$197.37	7.6

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25256244

Changes as of: 9/23/2016 at 7:14 PM

Version: Highlighting Makegood 6

CPE: //1974

Flight: 9/20/16 - 9/26/16

Station: WPGH

Total \$: \$1,500.00

Agency: TARGET ENTERPRISES

Advertiser: Friends of Pat Toomey/NRSC

Market: Pittsburgh

Total Spots: 1

TARGET ENTERPRISES 15260

Product: FPT/NRSC

Office: LOS ANGELES

Total CPP: \$197.37

VENTURA BLVD
SUITE 1240 SHERMAN
OAKS CA 91403

Agency Order #:

Primary Demo: Adults 55+

Total GRP: 7.6

Buyer: DEDE JEFFERY

Con Type: POLITICAL/NOTE

Traffic #: 2587110

Salesperson: JENNA AVISHAY
323-966-5205

Assistant: JENNIFER CHANG
323-966-5129

Separation:

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
09/07/16 10:56 AM	Christopher Koutsouflakis	LN 1 NA: 4X TU-F W/O 9/20 DT RATE OFR: 4X TU-F W/O 9/20 BIG BANG 6-630 @ \$650 LN 2 NA: 1X M 9/26 DT RATE OFR: 1X M 9/26 BIG BANG 6-630P @ \$375 LN 3 NA: 4X TU-F W/O 9/20 DT RATE OFR: 4X TU-F W/O 9/20 TWO AND A HALF MEN 630-7P @ \$650 LN 6 NA: 1X M 9/26 DT RATE OFR: 1X M 9/26 BIG BANG 7-730P @ \$500 LN 9 NA: 1X M 9/26 DT RATE OFR: 1X M 9/26 TWO AND A HALF MEN 630-7P @ \$650
08/18/16 11:29 AM	Christopher Koutsouflakis	LN 8 NA: 1X MON 9/26 DT INNCORECT TP RATE REVISED OFR: 1X MON 9/26 TWO AND A HALF MEN 630-7P @ \$300
08/17/16 3:34 PM	Christopher Koutsouflakis	LN 4 NA: 1X MON 9/26 DT PRG CHG OFR: 1X MON 9/26 TWO AND A HALF MEN 730-8P @ \$ 300

Competitive Information

Market Budget:	\$23,077
WPGH Share:	13%
Comment:	
KDKA:	50%
WPXI:	20%
WTAE:	17%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	1	\$1,500.00	\$197.37	7.6
Total	100%	1	\$1,500.00	\$197.37	7.6

Monthly Summary		
Month	Spots	Dollars
2016-Sep	1	\$1,500.00
2016-Oct	0	\$0.00
Total	1	\$1,500.00

Transaction History

Trans	Created/Received	Created by	Status	Spot#	Spot-	\$ Chg	Contract \$	Comment
Makegood 6	9/23/16 7:14 PM	JENNIFER CHANG	Accepted	1		\$-1,500.00	\$1,500.00	Changes: Total \$ from \$3,000.00 to \$1,500.00, Total Spots from 2 to 1, Total GRPs from 15.2 to 7.6, Total GIMPs from 55 to 8, Total CPM from \$149,456.52 to

Printed on 09/26/2016 at 08:22 AM



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New York, NY 10019

Contract # 25256244	Changes as of: 9/23/2016 at 7:14 PM	Version: Highlighting Makegood 6
CPE: //1974	Flight: 9/20/16 - 9/26/16	Total \$: \$1,500.00
Agency: TARGET ENTERPRISES	Advertiser: Friends of Pat Toomey/NRSC	Total Spots: 1
Product: FPT/NRSC	Office: LOS ANGELES	Total CPP: \$197.37

Agency Order #: Buyer: DEDE JEFFERY
Salesperson: JENNA AVISHAY 323-966-5205

Primary Demo: Adults 55+
Con Type: POLITICAL/NOTE
Assistant: JENNIFER CHANG 323-966-5129

Total GRP: 7.6
Traffic #: 2587110
Separation:

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	9/13/16 3:50 PM	JENNA AVISHAY	Confirmed	15		\$-5,250.00
Makegood 5	9/7/16 10:56 AM	Christopher Koutsouflakis	Confirmed			\$0
Makegood 4	8/18/16 12:11 PM	ALLISON STEIN	Confirmed	1	1	\$0
Makegood 3	8/18/16 11:29 AM	Christopher Koutsouflakis	Confirmed			\$0
Makegood 2	8/17/16 4:54 PM	ALLISON STEIN	Confirmed	1	1	\$0
Makegood 1	8/17/16 3:34 PM	Christopher Koutsouflakis	Confirmed			\$0
Queued for Electronic Contracting	7/28/16 12:29 PM					\$0
New	7/27/16 4:28 PM	CRISTABEL CORRAL	Confirmed	17		\$8,250.00

Comment	Changes: Advertiser from Friends of Pat Toomey to Friends of Pat Toomey/NRSC, Estimate Code from 1832 to 1974, Product from Friends of Pat Toomey to FPT/NRSC, Default Spot Length to 30, Assistant Id from ALLISON STEIN to JENNIFER CHANG, Total Spots from 17 to 2, Calculated Dollars from \$8,250.00 to \$3,000.00, Total GRPs from \$5,250.00 to \$197.37, Competitive Market Budget from \$63,462 to \$23,077, Total \$ from \$8,250.00 to \$3,000.00, User Entered \$ from \$8,250.00 to \$3,000.00, 6 buylines added or modified.
	Changes: Total GIMPs to 55, Total CPM from \$0.00 to \$149,456.52.
	Changes: 2 buylines added or modified.
	Changes: 2 buylines added or modified.

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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