



125 West 55th St
New York, NY 10019

rw

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 Advertiser: Friends of Pat Toomey/NRSC Market: Pittsburgh Total Spots: 1
 ENTERPRISES Product: FPI/NRSC Office: LOS ANGELES Total CPP: \$197.37

TARGET
ENTERPRISES 15260
VENTURA BLVD
SUITE 1240 SHERMAN
OAKS CA 91403

Agency Order #: Buyer: DEDE JEFFERY Primary Demo: Adults 55+ Total GRP: 7.6
 Salesperson: JENNA AVISHAY Con Type: POLITICAL/VOTE Assistant: JENNIFER CHANG Traffic #: 287110
 323-966-5205 323-966-5129 Separation:

#	Day/Time	DP	Program	Rate	A55P Rating	Len	9/20 - 9/26		Total Spots	Total \$	CPP	GRP
							9/20	9/26				
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	1	\$1,500.00	\$197.37	7.6



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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 **Assistant:** JENNIFER CHANG **Con Type:** POLITICAL/VOTE **Traffic #:** 2587110

323-966-5205 **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 TUL-F W/O 9/20 DT RATE OFR: 4X TUL-F W/O 9/20 BIG BANG 6-630 @ \$650
08/18/16 11:29 AM	Christopher Koutsouflakis	LN 2 NA: 1X M 9/26 DT RATE OFR: 1X M 9/26 BIG BANG 6-630P @ \$375
09/07/16 10:56 AM	Christopher Koutsouflakis	LN 3 NA: 4X TUL-F W/O 9/20 DT RATE OFR: 4X TUL-F W/O 9/20 TWO AND A HALF MEN 630-7P @ \$650
08/17/16 3:34 PM	Christopher Koutsouflakis	LN 4 NA: 1X M 9/26 DT RATE OFR: 1X M 9/26 BIG BANG 7-730P @ \$500
08/17/16 3:34 PM	Christopher Koutsouflakis	LN 5 NA: 1X M 9/26 DT RATE OFR: 1X M 9/26 TWO AND A HALF MEN 630-7P @ \$650
08/17/16 3:34 PM	Christopher Koutsouflakis	LN 6 NA: 1X M 9/26 DT RATE OFR: 1X M 9/26 TWO AND A HALF MEN 630-7P @ \$300
08/17/16 3:34 PM	Christopher Koutsouflakis	LN 7 NA: 1X MON 9/26 DT INNCORRECT 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 8 NA: 1X MON 9/26 DT PRG CHG OFR: 1X MON 9/26 TWO AND A HALF MEN 730-8P @ \$300
08/17/16 3:34 PM	Christopher Koutsouflakis	LN 9 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%
Comments:	
KDKA:	50%
WPXI:	20%
WTAE:	17%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
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 \$197,368.42. 1 buyline added or modified.



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

ENTERPRISES **Product:** FPT/NRSC **Office:** LOS ANGELES **Total CPM:** \$197.37

TARGET
ENTERPRISES-15260
VENTURA BLVD
SUITE 1240 SHERMAN
OAKS CA 91403

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

Salesperson: JENNA AVISHAY **323-966-5205** **Con Type:** POLITICAL/VOTE **Traffic #:** 2587110

Assistant: JENNIFER CHANG **323-966-5129** **Separation:**

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	9/13/16 3:50 PM	JENNA AVISHAY	Confirmed		15	\$-5,250.00	\$3,000.00	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 \$5,215.2 to \$13,077. Total CPM from \$149.46 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.
Makegood 5	9/7/16 10:56 AM	Christopher Koutsouflakis	Confirmed		1	\$0	\$8,250.00	Changes: Total GIMPs to 55, Total CPM from \$0.00 to \$149,456.52.
Makegood 4	8/18/16 12:11 PM	ALLISON STEIN	Confirmed		1	\$0	\$8,250.00	Changes: 2 buylines added or modified.
Makegood 3	8/18/16 11:29 AM	Christopher Koutsouflakis	Confirmed			\$0	\$8,250.00	
Makegood 2	8/17/16 4:54 PM	ALLISON STEIN	Confirmed		1	\$0	\$8,250.00	Changes: 2 buylines added or modified.
Makegood 1	8/17/16 3:34 PM	Christopher Koutsouflakis	Confirmed			\$0	\$8,250.00	
Quoted for Electronic Contracting	7/28/16 12:29 PM					\$0	\$0	
New	7/27/16 4:28 PM	CRISTABEL CORRAL	Confirmed		17	\$8,250.00	\$8,250.00	

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.