



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25694810	<b>Changes as of:</b> 8/14/2017 at 2:42 PM	<b>Version:</b> Original Order
<b>CPE:</b> 377/458/4874	<b>Flight:</b> 8/16/17 - 8/22/17	<b>Station:</b> WYTV
<b>Agency:</b> MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	<b>Advertiser:</b> Ohioans Against the Deceptive RX Ballot	<b>Market:</b> Youngstown-Warren
	<b>Product:</b> FPHRM	<b>Office:</b> WASHINGTON
<b>Agency Order #:</b> 6433382	<b>Buyer:</b> Rumbley, Chris	<b>Primary Demo:</b> Adults 18+
<b>Salesperson:</b> BRADLEY PHILIPPS 202-955-5342	<b>Assistant:</b> BRADLEY PHILIPPS 202-955-5342	<b>Con Type:</b> POLITICAL/VOTE
		<b>Total \$:</b> \$10,565.00
		<b>Total Spots:</b> 65
		<b>Total CPP:</b> \$62.48
		<b>Total GRP:</b> 169.1
		<b>Separation:</b>

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A18P Rating	Len	8/16 - 8/22								Total Spots	Total \$	CPP	GRP
							8/16	8/17	8/18	8/19	8/20	8/21	8/22					
1	W-F,M-Tu 5:30a-6a		33 NEWS DYBRK< 2	\$60.00	2.0	30	1	1	1	0	0	1	1		5	\$300.00	\$30.00	10.0
Target 11 Index: 110. Nielsen: 0.5																		
2	W-F,M-Tu 6a-6:30a		33 NEWS DYBRK2< 2	\$115.00	2.2	30	0	1	1	0	0	1	1		4	\$460.00	\$52.27	8.8
Target 11 Index: 101. Nielsen: 0.7																		
3	W-F,M-Tu 6:30a-7a		33 NEWS DYBRK2< 2	\$115.00	2.6	30	1	1	1	0	0	1	1		5	\$575.00	\$44.23	13.0
Target 11 Index: 104. Nielsen: 0.8																		
4	W-F,M-Tu 7a-9a		GD MRN AMR-ABC< 2	\$135.00	2.7	30	1	0	1	0	0	1	1		4	\$540.00	\$50.00	10.8
Target 11 Index: 107. Nielsen: 1.7																		
5	W-F,M-Tu 9a-10a		RACHAEL RAY< 2	\$60.00	1.9	30	0	1	1	0	0	1	1		4	\$240.00	\$31.58	7.6
Target 11 Index: 112. Nielsen: 1.2																		
6	W-F,M-Tu 5:30p-6p		JEOPARDY TWO< 2	\$60.00	1.8	30	1	0	1	0	0	1	1		4	\$240.00	\$33.33	7.2
Target 11 Index: 106. Nielsen: 0.7																		
7	W-F,M-Tu 6p-6:30p		33 NEWS AT 6< 2	\$150.00	2.1	30	1	1	0	0	0	1	1		4	\$600.00	\$71.43	8.4
Target 11 Index: 101. Nielsen: 1.7																		
8	W-F,M-Tu 6:30p-7p		ABC-WORLD NWS< 2	\$225.00	2.9	30	1	1	1	0	0	1	0		4	\$900.00	\$77.59	11.6
Target 11 Index: 106. Nielsen: 2.5																		
9	W-F,M-Tu 7p-7:30p		ENT TONIGHT 30< 2	\$90.00	2.9	30	0	1	1	0	0	1	1		4	\$360.00	\$31.03	11.6
Target 11 Index: 107. Nielsen: 1.4																		
10	W-F,M-Tu 7:30p-8p		INSIDER< 2	\$90.00	3.2	30	1	1	0	0	0	1	1		4	\$360.00	\$28.13	12.8
Target 11 Index: 105. Nielsen: 1.0																		
11	M 8p-10p		BACHELORE IN PARADISE 2	\$525.00	3.1	30	0	0	0	0	0	2	0		2	\$1,050.00	\$169.35	6.2
Target 11 Index: 124. Nielsen: 2.3																		
12	M 10p-11p		TO TELL THE TRUTH 2	\$350.00	2.5	30	0	0	0	0	0	1	0		1	\$350.00	\$140.00	2.5
Target 11 Index: 122. Nielsen: 1.9																		
13	Th 8p-9p		BOY BAND 2	\$375.00	4.5	30	0	1	0	0	0	0	0		1	\$375.00	\$83.33	4.5
Target 11 Index: 104. Nielsen: 1.2																		





125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25694810	<b>Changes as of:</b> 8/14/2017 at 2:42 PM	<b>Version:</b> Original Order
<b>CPE:</b> 377/458/4874	<b>Flight:</b> 8/16/17 - 8/22/17	<b>Station:</b> WYTV
<b>Agency:</b> MENTZER MEDIA SERVIC	<b>Advertiser:</b> Ohioans Against the Deceptive RX Ballot	<b>Market:</b> Youngstown-Warren
210 W. Pennsylvania Avenue	<b>Product:</b> FPHRM	<b>Office:</b> WASHINGTON
Suite 250	<b>Agency Order #:</b> 6433382	<b>Primary Demo:</b> Adults 18+
Towson, MD 21204	<b>Buyer:</b> Rumbley, Chris	<b>Con Type:</b> POLITICAL/VOTE
	<b>Salesperson:</b> BRADLEY PHILIPPS 202-955-5342	<b>Assistant:</b> BRADLEY PHILIPPS 202-955-5342
		<b>Total \$:</b> \$10,565.00
		<b>Total Spots:</b> 65
		<b>Total CPP:</b> \$62.48
		<b>Total GRP:</b> 169.1
		<b>Separation:</b>

#	Day/Time	DP	Program	Rate	A18P Rating	Len	8/16 - 8/22							Total Spots	Total \$	CPP	GRP
							8/16	8/17	8/18	8/19	8/20	8/21	8/22				
14	Th 9p-10p		BATTLE OF NETWORK STARS 2	\$375.00	4.6	30	0	1	0	0	0	0	0	1	\$375.00	\$81.52	4.6
Target 11 Index: 99. Nielsen: 1.7																	
15	Th 10p-11p		GONG SHOW 2	\$375.00	4.0	30	0	1	0	0	0	0	0	1	\$375.00	\$93.75	4.0
Target 11 Index: 95. Nielsen: 1.4																	
16	F 8p-9p		SHARK TANK 2	\$300.00	4.9	30	0	0	1	0	0	0	0	1	\$300.00	\$61.22	4.9
Target 11 Index: 105. Nielsen: 0.8																	
17	F 9p-10p		WWYD 2	\$350.00	4.2	30	0	0	1	0	0	0	0	1	\$350.00	\$83.33	4.2
Target 11 Index: 96. Nielsen: 1.1																	
18	Sa 9p-11p		20/20-INST-ABC 2	\$150.00	1.6	30	0	0	0	1	0	0	0	1	\$150.00	\$93.75	1.6
Target 11 Index: 101. Nielsen: 1.9																	
19	Su 7p-8p		AFHV 2	\$375.00	3.0	30	0	0	0	0	1	0	0	1	\$375.00	\$125.00	3.0
Target 11 Index: 124. Nielsen: 1.9																	
20	Su 8p-9p		CELBRTY-FD-ABC 2	\$675.00	4.6	30	0	0	0	0	1	0	0	1	\$675.00	\$146.74	4.6
Target 11 Index: 112. Nielsen: 3.8																	
21	Su 9p-10p		FUNDERDOME 2	\$675.00	4.5	30	0	0	0	0	1	0	0	1	\$675.00	\$150.00	4.5
Target 11 Index: 122. Nielsen: 3.7																	
22	W-F,M-Tu 11p-11:30p		33 NEWS AT 11< 2	\$130.00	2.7	30	1	1	1	0	0	1	1	5	\$650.00	\$48.15	13.5
Target 11 Index: 100. Nielsen: 1.0																	
23	Sa 11p-11:30p		33 NEWS AT 11< 2	\$60.00	2.4	30	0	0	0	1	0	0	0	1	\$60.00	\$25.00	2.4
Target 11 Index: 107. Nielsen: 1.1																	
24	Su 11p-11:30p		33 NEWS AT 11< 2	\$130.00	2.8	30	0	0	0	0	1	0	0	1	\$130.00	\$46.43	2.8
Target 11 Index: 106. Nielsen: 1.3																	
25	W-F,M-Tu 12:30a-1a		NIGHTLINE 2	\$25.00	1.0	30	0	1	1	0	0	1	1	4	\$100.00	\$25.00	4.0
Target 11 Index: 99. Nielsen: 0.4																	
<b>TOTALS:</b>							8	13	12	2	4	15	11	65	\$10,565.00	\$62.48	169.1





125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25694810	<b>Changes as of:</b> 8/14/2017 at 2:42 PM	<b>Version:</b> Original Order	
<b>CPE:</b> 377/458/4874	<b>Flight:</b> 8/16/17 - 8/22/17	<b>Station:</b> WYTV	<b>Total \$:</b> \$10,565.00
<b>Agency:</b> MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	<b>Advertiser:</b> Ohioans Against the Deceptive RX Ballot	<b>Market:</b> Youngstown-Warren	<b>Total Spots:</b> 65
	<b>Product:</b> FPHRM	<b>Office:</b> WASHINGTON	<b>Total CPP:</b> \$62.48
	<b>Agency Order #:</b> 6433382	<b>Primary Demo:</b> Adults 18+	<b>Total GRP:</b> 169.1
	<b>Buyer:</b> Rumbley, Chris	<b>Con Type:</b> POLITICAL/VOTE	
	<b>Salesperson:</b> BRADLEY PHILIPPS 202-955-5342	<b>Assistant:</b> BRADLEY PHILIPPS 202-955-5342	<b>Separation:</b>

<b>Special Instructions</b>	
-----------------------------	--

Order Level Comments		
Date/Time	Added by	Comment
08/14/17 2:42 PM	TREVOR HEATON	Separation: 30

Competitive Information	
<b>Market Budget:</b>	\$62,147
<b>WYTV Share:</b>	17%
<b>Comment:</b>	
<b>WFMJ:</b>	51%
<b>WKBN:</b>	27%
<b>WYFX:</b>	5%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	65	\$10,565.00	\$62.48	169.1
<b>Total</b>	<b>100%</b>	<b>65</b>	<b>\$10,565.00</b>	<b>\$62.48</b>	<b>169.1</b>

Monthly Summary		
Month	Spots	Dollars
2017-Aug	65	\$10,565.00
<b>Total</b>	<b>65</b>	<b>\$10,565.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	8/14/17 2:42 PM	TREVOR HEATON	New	65		\$10,565.00	\$10,565.00	

<b>Non-Discrimination Policy</b>	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.
----------------------------------	---