



125 West 55th St
New York, NY 10019

Contract # 25563084		Changes as of: 5/26/2017 at 8:15 AM		Version: Current State Version 1	
CPE: 377/458/4544		Flight: 5/31/17 - 6/7/17		Station: WYTV	
Agency: MENTZER MEDIA SERVIC		Advertiser: Ohioans Against the Deceptive RX Ballot		Market: Youngstown-Warren	
210 W. Pennsylvania Avenue		Product: FPHRM		Office: WASHINGTON	
Suite 250		Agency Order #: 6205071		Primary Demo: Adults 18+	
Towson, MD 21204		Buyer: Rumbley, Chris		Con Type: POLITICAL/VOTE	
		Salesperson: BRADLEY PHILIPPS 202-955-5342		Assistant: BRADLEY PHILIPPS 202-955-5342	
				Total \$: \$37,555.00	
				Total Spots: 69	
				Total CPP: \$96.97	
				Total GRP: 387.3	
				Separation:	

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A18P Rating	Len	5/31 - 6/7								Total Spots	Total \$	CPP	GRP
							5/31	6/1	6/2	6/3	6/4	6/5	6/6	6/7				
1	W-F,M-Tu 5:30a-6a		33 NEWS DYBRK<	\$60.00	2.4	30	1	1	1	0	0	1	1	1	6	\$360.00	\$25.00	14.4
Target 102 Index: 110. Nielsen: 1.1																		
2	W-F,M-Tu 7a-8a		GD MRN AMR-ABC<	\$175.00	3.7	30	1	1	1	0	0	1	0	1	5	\$875.00	\$47.30	18.5
Target 102 Index: 107. Nielsen: 2.6																		
3	W-F,M-Tu 8a-9a		GD MRN AMR-ABC<	\$175.00	3.0	30	1	1	0	0	0	1	1	1	5	\$875.00	\$58.33	15.0
Target 102 Index: 106. Nielsen: 2.0																		
4	W-F,M-Tu 10a-11a		RIGHT THIS MINUTE	\$30.00	1.4	30	1	1	1	0	0	1	1	1	6	\$180.00	\$21.43	8.4
Target 102 Index: 109. Nielsen: 0.3																		
5	W-F,M-Tu 3p-4p		CRME WATCH DLY<	\$30.00	1.4	30	1	1	1	0	0	1	1	1	6	\$180.00	\$21.43	8.4
Target 102 Index: 109. Nielsen: 0.4																		
6	W-F,M-Tu 6p-6:30p		33 NEWS AT 6<	\$150.00	2.3	30	1	1	1	0	0	1	1	1	6	\$900.00	\$65.22	13.8
Target 102 Index: 103. Nielsen: 1.3																		
7	W-F,M-Tu 6:30p-7p		ABC-WORLD NWS	\$150.00	3.1	30	1	1	0	0	0	1	0	1	4	\$600.00	\$48.39	12.4
Target 102 Index: 107. Nielsen: 1.9																		
8	W-F,M-Tu 7p-7:30p		ENT TONIGHT 30<	\$90.00	2.5	30	0	1	0	0	0	1	0	1	3	\$270.00	\$36.00	7.5
Target 102 Index: 102. Nielsen: 1.3																		
9	W-F,M-Tu 7:30p-8p		INSIDER<	\$90.00	3.0	30	1	0	1	0	0	0	1	0	3	\$270.00	\$30.00	9.0
Target 102 Index: 107. Nielsen: 0.9																		
10	W-F,M 8:30p-11:30p		NBA FINALS	\$4,500.00	26.1	30	0	0	0	0	0	0	0	2	2	\$9,000.00	\$172.41	52.2
Target 102 Index: 116. Nielsen: 2.4																		
11	Th-F,Su,Tu 8:30p-11:30p		NBA FINALS	\$4,500.00	26.1	30	0	2	0	0	2	0	0	0	4	\$18,000.00	\$172.41	104.4
Target 102 Index: 115. Nielsen: 2.1																		
12	W-M 8p-8:30p		JIMMY KIMMEL GAME NIGHT	\$1,500.00	10.2	30	0	1	0	0	1	0	0	1	3	\$4,500.00	\$147.06	30.6
Target 102 Index: 110. Nielsen: 3.3																		
13	F 10p-11p		20/20-FRI-ABC	\$250.00	9.0	30	0	0	1	0	0	0	0	0	1	\$250.00	\$27.78	9.0
Target 102 Index: 117. Nielsen: 1.2																		



125 West 55th St
New York, NY 10019

Contract # 25563084	Changes as of: 5/26/2017 at 8:15 AM	Version: Current State Version 1
CPE: 377/458/4544	Flight: 5/31/17 - 6/7/17	Station: WYTV
Agency: MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	Advertiser: Ohioans Against the Deceptive RX Ballot	Market: Youngstown-Warren
	Product: FPHRM	Office: WASHINGTON
Agency Order #: 6205071	Buyer: Rumbley, Chris	Primary Demo: Adults 18+
Salesperson: BRADLEY PHILIPPS 202-955-5342	Con Type: POLITICAL/VOTE	Assistant: BRADLEY PHILIPPS 202-955-5342
		Total \$: \$37,555.00
		Total Spots: 69
		Total CPP: \$96.97
		Total GRP: 387.3
		Separation:

#	Day/Time	DP	Program	Rate	A18P Rating	Len	5/31 - 6/7								Total Spots	Total \$	CPP	GRP
							5/31	6/1	6/2	6/3	6/4	6/5	6/6	6/7				
14	Sa 9p-11p		20/20	\$150.00	3.7	30	0	0	0	2	0	0	0	0	2	\$300.00	\$40.54	7.4
Target 102 Index: 105. Nielsen: 0.9																		
15	W-F,M-Tu 11p-11:30p		33 NEWS AT 11<	\$135.00	9.2	30	1	0	1	0	0	1	0	1	4	\$540.00	\$14.67	36.8
Target 102 Index: 117. Nielsen: 0.8																		
16	Su 11p-11:30p		33 NEWS AT 11<	\$135.00	8.7	30	0	0	0	0	1	0	0	0	1	\$135.00	\$15.52	8.7
Target 102 Index: 112. Nielsen: 1.5																		
17	W-F,M-Tu 11:30p-12:30a		J KIMMEL!-ABC<	\$55.00	5.3	30	1	0	1	0	0	1	1	0	4	\$220.00	\$10.38	21.2
Target 102 Index: 117. Nielsen: 0.4																		
18	W-F,M-Tu 12:30a-1a		ABC-NITELINE<	\$25.00	2.4	30	1	0	1	0	0	1	1	0	4	\$100.00	\$10.42	9.6
Target 102 Index: 119. Nielsen: 0.4																		
TOTALS:							11	11	10	2	4	11	8	12	69	\$37,555.00	\$96.97	387.3



125 West 55th St
New York, NY 10019

Contract # 25563084	Changes as of: 5/26/2017 at 8:15 AM	Version: Current State Version 1
CPE: 377/458/4544	Flight: 5/31/17 - 6/7/17	Station: WYTV
Agency: MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	Advertiser: Ohioans Against the Deceptive RX Ballot Product: FPHRM Agency Order #: 6205071 Buyer: Rumbley, Chris Salesperson: BRADLEY PHILIPPS 202-955-5342	Market: Youngstown-Warren Office: WASHINGTON Primary Demo: Adults 18+ Con Type: POLITICAL/VOTE Assistant: BRADLEY PHILIPPS 202-955-5342
		Total \$: \$37,555.00 Total Spots: 69 Total CPP: \$96.97 Total GRP: 387.3 Separation:

Special Instructions

Order Level Comments		
Date/Time	Added by	Comment
05/26/17 8:15 AM	BRADLEY PHILIPPS	Separation: 30

Competitive Information	
Market Budget:	\$70,858
WYTV Share:	53%
Comment:	
WFMJ:	32%
WKBN:	13%
WYFX:	2%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	69	\$37,555.00	\$96.97	387.3
Total	100%	69	\$37,555.00	\$96.97	387.3

Monthly Summary		
Month	Spots	Dollars
2017-Jun	69	\$37,555.00
Total	69	\$37,555.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	5/26/17 9:22 AM					\$0	\$0	
New	5/26/17 8:15 AM	BRADLEY PHILIPPS	New	69		\$37,555.00	\$37,555.00	

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.
----------------------------------	---