



125 West 55th St
New York, NY 10019

Contract # 25326806	Changes as of: 10/7/2016 at 9:32 AM	Version: Original Order	
CPE: 15/20/71	Flight: 10/10/16 - 11/8/16	Station: KIMA	Total \$: \$12,442.00
Agency: JAMESTOWN ASSOCIATES JAMESTOWN ASSOCIATES 5 MAPLETON AVE SUITE 300 PRINCETON NJ 08540	Advertiser: NEWHOUSE, DAN	Market: Yakima	Total Spots: 110
	Product: General	Office: NEW YORK	Total CPP: \$6.70
Agency Order #: 5461801	Buyer: Horan, Holly	Primary Demo: Adults 35+	Total GRP: 1,857.0
Salesperson: JONATHAN VITTI 212-373-8256		Con Type: POLITICAL/VOTE	Separation:
		Assistant: KENNETH MIELE 212-373-8113	

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/10 - 11/7					Total Spots	Total \$	CPP	GRP
							10/10	10/17	10/24	10/31	11/7				
1	M-F 6:30a-7a		KIMA+ Action News @Sunrise	\$65.00	14.8	30	0	0	3	3	2	8	\$520.00	\$4.39	118.4
2	M-F 7a-8a		CBS This Morning	\$65.00	14.8	30	3	3	3	3	2	14	\$910.00	\$4.39	207.2
3	M-F 8a-9a		CBS This Morning	\$20.00	14.8	30	3	3	3	3	2	14	\$280.00	\$1.35	207.2
4	M-F 10a-11a		Price Is Right	\$65.00	11.1	30	0	0	3	3	2	8	\$520.00	\$5.86	88.8
5	M-F 5p-5:30p		KIMA+ Action News @ 5p	\$190.00	22.2	30	0	0	3	3	1	7	\$1,330.00	\$8.56	155.4
6	M-F 5:30p-6p		CBS Evening News	\$210.00	27.7	30	3	3	3	3	1	13	\$2,730.00	\$7.58	360.1
7	M-F 6p-6:30p		KIMA+ Action News @ 6p	\$180.00	22.2	30	3	3	3	3	1	13	\$2,340.00	\$8.11	288.6
8	M-F 11p-11:35p		KIMA+ Action News @ 11p	\$80.00	11.1	30	0	0	3	3	1	7	\$560.00	\$7.21	77.7
9	Tu 8p-9p		NCIS	\$550.00	16.0	30	0	1	0	1	0	2	\$1,100.00	\$34.38	32.0
10	Sa 5a-7a		CBS This Morning	\$8.00	5.5	30	1	1	1	1	0	4	\$32.00	\$1.45	22.0
11	Sa 6:30p-7p		KIMA+ Action News @ 630p	\$100.00	14.8	30	1	1	1	1	0	4	\$400.00	\$6.76	59.2
12	Sa 11p-11:30p		KIMA+ Action News @ 11p	\$65.00	7.4	30	0	0	1	1	0	2	\$130.00	\$8.78	14.8
13	Su 7a-8:30a		CBS Sunday Morning	\$50.00	11.1	30	1	1	1	1	0	4	\$200.00	\$4.50	44.4
14	Su 6p-6:30p		CBS Evening News	\$120.00	18.5	30	0	0	1	1	0	2	\$240.00	\$6.49	37.0
15	Su 6:30p-7p		KIMA Action News at 630	\$110.00	18.5	30	1	1	1	1	0	4	\$440.00	\$5.95	74.0
16	Su 7p-8p		60 Minutes	\$300.00	25.9	30	0	0	1	1	0	2	\$600.00	\$11.58	51.8
17	Su 11p-11:30p		KIMA+ Action News @ 11p	\$55.00	9.2	30	0	0	1	1	0	2	\$110.00	\$5.98	18.4
TOTALS:							16	17	32	33	12	110	\$12,442.00	\$6.70	1,857.0



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/07/16 9:32 AM	SHANNON YALLOF	Separation: 30

Competitive Information	
Market Budget:	\$37,703
KIMA Share:	33%
Comment:	
KAPP:	17%
KCYU:	8%
KNDO:	42%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	110	\$12,442.00	\$6.70	1,857.0
Total	100%	110	\$12,442.00	\$6.70	1,857.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	65	\$7,369.00
2016-Nov	45	\$5,073.00
Total	110	\$12,442.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	10/7/16 9:36 AM					\$0	\$0	
New	10/7/16 9:32 AM	SHANNON YALLOF	New	110		\$12,442.00	\$12,442.00	

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.
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