

ORDER



Orders
Order / Rev: 873208
Alt Order #: 25185931
Product Desc: Issue
Estimate: 4907
Flight Dates: 06/04/16 - 06/10/16
Original Date / Rev: 06/03/16 / 06/03/16
Order Type: REG

WBDB Dayton
Primary AE: Katz Philadelphia
Sales Office: K-PHI
Sales Region: Nat

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 3050 K Street Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Senate Majority PAC
Demographic: A35+
Product Codes: PL2
Priority: P3
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN14921

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/30/16	06/10/16	32	\$3,340.00	\$2,839.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2016	32	\$3,340.00	\$2,839.00	0.00
Totals	32	\$3,340.00	\$2,839.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WBDB Dayton	6%	\$3,340.00
Market	100%	\$55,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
LMVC	0%	\$0.00
UNKWN	3%	\$1,670.00
WDTN	21%	\$11,690.00
WHIO	57%	\$31,730.00
WKEF	13%	\$7,236.67
WKOI	0%	\$0.00
WPTD	0%	\$0.00
WRGT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WBDB	06/06/16	06/10/16	WBDB 2 News Sunrise	CM	WBDB 2 News Sun	MTWTF--	:30	5	\$50.00	P3	0.00	NM	5	\$250.00
				WBDB 2 News Sunrise											
				2 News Today											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/06/16	06/12/16	MTWTF--		5		\$50.00		0.00					
E 2	WBDB	06/06/16	06/10/16	M-F 9a-10a	CM	M-F 9a-10a	MTWTF--	:30	5	\$50.00	P3	0.00	NM	5	\$250.00
				M-F 9a-10a											
				Paternity Court											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/06/16	06/12/16	MTWTF--		5		\$50.00		0.00					

Order / Rev: 873208
 Alt Order #: 25185931
 Flight Dates: 06/04/16 - 06/10/16

Advertiser: POL/Senate Majority PAC
 Product Desc: Issue
 Estimate: 4907

WBDT Dayton

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WBDT	06/06/16	06/10/16	M-F 9a-10a M-F 9a-10a	CM	M-F 9a-10a	MTWTF--	:30	5	\$50.00	P3	0.00	NM	5	\$250.00
Paternity Court															
E 3	WBDT	06/06/16	06/10/16	M-F 10a-11a M-F 10a-11a	CM	M-F 10a-11a	MTWTF--	:30	5	\$50.00	P3	0.00	NM	5	\$250.00
Hot Bench															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		06/06/16	06/12/16	MTWTF--			5			\$50.00			0.00		
E 4	WBDT	06/04/16	06/04/16	Sa/Su 430-5p Sa/Su 430p-5p	CM	Sa/Su 430p-5p	-----S-	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
Everybody Loves Raymond															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/30/16	06/05/16	-----S-			1			\$50.00			0.00		
E 5	WBDT	06/04/16	06/04/16	Sa 5p-6p Sa 5p-6p	CM	Sa 5p-6p (5:30 PM-6:00 PM)	-----S-	:30	1	\$60.00	P3	0.00	NM	1	\$60.00
How I Met Your Mother															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/30/16	06/05/16	-----S-			1			\$60.00			0.00		
E 6	WBDT	06/05/16	06/05/16	Sa/Su 430-5p Sa/Su 430p-5p	CM	Sa/Su 430p-5p	-----S	:30	1	\$50.00	P2	0.00	NM	1	\$50.00
Friends															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/30/16	06/05/16	-----S			1			\$50.00			0.00		
E 7	WBDT	06/04/16	06/04/16	Sa 1030p-11p Sa 1030p-11p	CM	Sa 1030p-11p	-----S-	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
The Valley															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/30/16	06/05/16	-----S-			1			\$50.00			0.00		
E 8	WBDT	06/05/16	06/05/16	Sun Hour 2 Sunday 9p-10p	CM	Sunday 9p-10p	-----S	:30	2	\$90.00	P3	0.00	NM	2	\$180.00
Bones															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/30/16	06/05/16	-----S			2			\$90.00			0.00		
E 9	WBDT	06/06/16	06/10/16	LN M-F 10p-1030p LN M-F 10p-1030p	CM	LN M-F 10p-1030p	MTWTF--	:30	5	\$250.00	P3	0.00	NM	5	\$1,250.00
2News @10P On Dayton's CW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		06/06/16	06/12/16	MTWTF--			5			\$250.00			0.00		
E 10	WBDT	06/06/16	06/10/16	LN M-F 1030p-11p LN M-F 1030p-11p	CM	LN M-F 1030p-11p	MTWTF--	:30	5	\$150.00	P3	0.00	NM	5	\$750.00
2News @10P On Dayton's CW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		06/06/16	06/12/16	MTWTF--			5			\$150.00			0.00		
E 11	WBDT	06/04/16	06/04/16	LN Sa Late News Sat 10p-1030p	CM	Late News Sat 10p-1030p	-----S-	:30	1	\$200.00	P3	0.00	NM	1	\$200.00
2News @10P On Dayton's CW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		05/30/16	06/05/16	-----S-			1			\$200.00			0.00		
													Totals	32	\$3,340.00

KATZ TELEVISION GROUP

Contract # 25185931 **Changes as of:** 6/3/2016 at 9:55 AM **Version:** Highlighting Revision 2
CPE: 163/173/4907 **Flight:** 6/4/16 - 6/10/16 **Station:** WBDT
Agency: WATERFRONT STRATEGIE **Advertiser:** Senate Majority PAC **Market:** Dayton
 3050 K ST NW #100 **Product:** Issue **Office:** PHILADELPHIA
 Washington, DC 20007 **Agency Order #:** 5103282 **Primary Demo:** Adults 35+
Buyer: Outen, David **Buyer:** BOB CAIN **Con Type:** POLITICAL/VOTE
Salesperson: BOB CAIN 215-557-4216 **Assistant:** SHEPARD RITZEN 215-567-7950
Total \$: \$3,340.00 **Total Spots:** 32 **Total CPP:** \$0.00
Traffic #: 873208 **Separation:**

Comments: pls see ln 7. pls cfm wr bob

#	Day/Time	DP	Program	Rate	A35P Rating	Len	6/4 - 6/4		Total Spots	Total \$	CPP	GRP
							6/4	6/4				
1	M-F 7a-9a		2 News Today	\$50.00	0	30	5	5	\$250.00	\$0.00	0.0	
2	M-F 9a-10a		Paternity Court	\$50.00	0	30	5	5	\$250.00	\$0.00	0.0	
3	M-F 10a-11a		Hot Bench	\$50.00	0	30	5	5	\$250.00	\$0.00	0.0	
4	Sa 4:30p-5p		Everybody Loves Raymond	\$50.00	0	30	1	1	\$50.00	\$0.00	0.0	
5	Sa 5:30p-6p		How I Met Your Mother	\$60.00	0	30	1	1	\$60.00	\$0.00	0.0	
6	Su 4:30p-5p		Friends	\$50.00	0	30	1	1	\$50.00	\$0.00	0.0	
7	Sa 10:30p-11p		Anger Management	\$50.00	0	30	1	1	\$50.00	\$0.00	0.0	
<p><i>pgm chg</i> <i>Changes: Program from The Valley to Anger Management</i></p>												
8	Su 8p-10p		Bones	\$90.00	0	30	2	2	\$180.00	\$0.00	0.0	
9	M-F 10p-10:30p		2News @10p On Dayton's CW	\$250.00	0	30	5	5	\$1,250.00	\$0.00	0.0	
10	M-F 10:30p-11p		2News @10p On Dayton's CW	\$150.00	0	30	5	5	\$750.00	\$0.00	0.0	
11	Sa 10p-10:30p		2News @10p On Dayton's CW	\$200.00	0	30	1	1	\$200.00	\$0.00	0.0	
TOTALS: 32									32	\$3,340.00	\$0.00	0.0



Contract # 25185931 **Changes as of:** 6/3/2016 at 9:55 AM **Version:** Highlighting Revision 2
CPE: 163173/4907 **Flight:** 6/4/16 - 6/10/16 **Station:** WBDT
Agency: WATERFRONT STRATEGIE **Advertiser:** Senate Majority PAC **Market:** Dayton
 3050 K ST NW #100 **Product:** Issue **Office:** PHILADELPHIA
 Washington, DC 20007 **Agency Order #:** 5103282 **Buyer:** Outen, David **Primary Demo:** Adults 35+
Salesperson: BOB CAIN **Buyer:** Outen, David **Con Type:** POLITICAL/VOTE **Assistant:** SHEPARD RITZEN
 215-557-4216 **215-557-7950**

Total \$: \$3,340.00
Total Spots: 32
Total CPP: \$0.00
Total GRP:
Traffic #: 873208
Separation:

Hit Listed Programs	Date/Time	Added by	Comment
	06/03/16 9:55 AM	BOB CAIN	THIS IS A NEW ORDER FOR SENATE MAJORITY PAC. FLIGHT IS 6/4-6/10. TOTAL = \$3340. PLS CFM T/R BOB
	06/03/16 9:08 AM	BOB CAIN	Separation: 30
	06/03/16 9:08 AM	BOB CAIN	Separation: 30

Order Level Comments

Competitive Information	
Market Budget:	\$55,667
WBDT Share:	6%
Comment:	
WDTN:	21%
WHIO:	57%
WKEF:	13%
WRG:	3%

Daypart Summary			
Day/Time	% Distrib	Spots	Dollars
	100%	32	\$3,340.00
Total	100%	32	\$3,340.00

Monthly Summary		
Month	Spots	Dollars
2016-Jun	32	\$3,340.00
Total	32	\$3,340.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	6/3/16 9:55 AM	BOB CAIN	Revised			\$0	\$3,340.00	Changes: Comments from THIS IS A NEW ORDER FOR SENATE MAJORITY PAC. FLIGHT IS 6/4-6/10. TOTAL = \$3340. PLS CFM T/R BOB to pls see in 7. pls cfm fr bob. 1 buyline added or modified.
Queued for Electronic Contracting	6/3/16 9:19 AM					\$0	\$0	
Revision	6/3/16 9:08 AM	BOB CAIN	Confirmed	33	1	\$0	\$3,340.00	Changes: Total Spots from 33 to 32. Demo Meta to R161. User Entered \$ from \$0.00 to \$3,340.00. Comments from Separation: 30 to THIS IS A NEW ORDER FOR SENATE MAJORITY PAC. FLIGHT IS 6/4-6/10. TOTAL = \$3340. PLS CFM T/R BOB. 4 buylines added or modified.
New	6/3/16 9:06 AM	BOB CAIN	New			\$3,340.00	\$3,340.00	

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.