



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25315945	<b>Changes as of:</b> 9/23/2016 at 8:26 AM	<b>Version:</b> Current State Version 1
<b>CPE:</b> 1160/1740/4776	<b>Flight:</b> 9/26/16 - 10/2/16	<b>Station:</b> KLAS
<b>Agency:</b> STRATEGIC MEDIA PLACEMENT 7669 STAGERS LOOP DELAWARE, OH 43015	<b>Advertiser:</b> Heck - Sen - NV	<b>Market:</b> Las Vegas
<b>Product:</b> TV	<b>Office:</b> WASHINGTON	<b>Total \$:</b> \$11,440.00
<b>Agency Order #:</b> 5419879	<b>Primary Demo:</b> Adults 35+	<b>Total Spots:</b> 14
<b>Buyer:</b> Fink, Brant	<b>Con Type:</b> POLITICAL/VOTE	<b>Total CPP:</b> \$200.00
<b>Salesperson:</b> JENNA NUBAR 202-872-5880	<b>Assistant:</b> ANJELICA DAVI 212-408-3261	<b>Total GRP:</b> 57.2
		<b>Traffic #:</b> 1435343
		<b>Separation:</b>

**Comments:** Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	9/26 - 9/26		Total Spots	Total \$	CPP	GRP
							9/26					
1	M-F 6a-7a		8 News Now Good Day (6-7AM)	\$660.00	3.1	30	2		2	\$1,320.00	\$212.90	6.2
2	M-F 7a-9a		CBS This Morning	\$440.00	2.8	30	3		3	\$1,320.00	\$157.14	8.4
3	Su 6a-6:30a		8 News Now Sunday Morning- #1	\$255.00	1.2	30	0		0	\$0.00	\$212.50	0.0
4	Su 8a-8:30a		8 News Now Sunday Morning- #2	\$710.00	2.7	30	0		0	\$0.00	\$262.96	0.0
5	M-F 6p-6:30p		8 News Now At 6PM	\$1,095.00	5.0	30	1		1	\$1,095.00	\$219.00	5.0
6	Sa 5p-5:30p		8 News Now At 5PM-Sat	\$440.00	3.6	30	1		1	\$440.00	\$122.22	3.6
7	Su 5p-5:30p		8 News Now At 5PM-Sun	\$555.00	4.3	30	1		1	\$555.00	\$129.07	4.3
8	M-F 6:30p-7p		news	\$1,095.00	6.9	30	1		1	\$1,095.00	\$158.70	6.9
9	M-F 7p-7:30p		Wheel Of Fortune	\$1,315.00	6.8	30	1		1	\$1,315.00	\$193.38	6.8
10	M-F 11p-11:35p		8 News Now At 11PM	\$825.00	3.5	30	2		2	\$1,650.00	\$235.71	7.0
11	Sa 9a-4p		CBS SEC Football	\$1,000.00	2.3	30	1		1	\$1,000.00	\$434.78	2.3
12	Su 10a-1p		CBS NFL -Early Game	\$7,000.00	7.2	30	0		0	\$0.00	\$972.22	0.0
13	Su 6:30a-9:30a		NFL LONDON GAME	\$1,650.00	6.7	30	1		1	\$1,650.00	\$246.27	6.7
<b>TOTALS:</b>							<b>14</b>		<b>14</b>	<b>\$11,440.00</b>	<b>\$200.00</b>	<b>57.2</b>



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7669 STAGERS LOOP	<b>Product:</b> TV	<b>Office:</b> WASHINGTON
DELAWARE, OH 43015	<b>Agency Order #:</b> 5419879	<b>Primary Demo:</b> Adults 35+
	<b>Buyer:</b> Fink, Brant	<b>Con Type:</b> POLITICAL/VOTE
	<b>Salesperson:</b> JENNA NUBAR	<b>Assistant:</b> ANJELICA DAVI
	202-872-5880	212-408-3261
		<b>Total \$:</b> \$11,440.00
		<b>Total Spots:</b> 14
		<b>Total CPP:</b> \$200.00
		<b>Total GRP:</b> 57.2
		<b>Traffic #:</b> 1435343
		<b>Separation:</b>

<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
09/23/16 8:26 AM	System	Notice Received.
09/23/16 6:21 AM	ANJELICA DAVI	Separation: 30

Competitive Information	
<b>Market Budget:</b>	<b>\$40,857</b>
<b>KLAS Share:</b>	<b>28%</b>
<b>Comment:</b>	
<b>KSNV:</b>	<b>25%</b>
<b>KTNV:</b>	<b>24%</b>
<b>KVVU:</b>	<b>23%</b>

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	14	\$11,440.00	\$200.00	57.2
<b>Total</b>	<b>100%</b>	<b>14</b>	<b>\$11,440.00</b>	<b>\$200.00</b>	<b>57.2</b>

Monthly Summary		
Month	Spots	Dollars
2016-Oct	14	\$11,440.00
<b>Total</b>	<b>14</b>	<b>\$11,440.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	9/23/16 8:26 AM					\$0	\$0	
New	9/23/16 6:21 AM	ANJELICA DAVI	Confirmed	14		\$11,440.00	\$11,440.00	

<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.
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