



125 West 55th St
New York, NY 10019

Contract # 25289052	Changes as of: 9/16/2016 at 10:33 AM	Version: Current State Version 2
CPE: 1160/1740/4747	Flight: 9/12/16 - 9/25/16	Station: KLAS
Agency: STRATEGIC MEDIA PLACEMENT 7669 STAGERS LOOP DELAWARE, OH 43015	Advertiser: Heck - Sen - NV	Market: Las Vegas
Product: Heck/S/R	Office: WASHINGTON	Total \$: \$10,545.00
Agency Order #: 5399849	Primary Demo: Adults 35+	Total Spots: 14
Buyer: Fink, Brant	Con Type: POLITICAL/VOTE	Total CPP: \$278.23
Salesperson: JENNA NUBAR 202-872-5880	Assistant: ANJELICA DAVI 212-408-3261	Total GRP: 37.9
		Traffic #: 1427873
		Separation:

Comments: NV - JOE HECK ADDITION

FLIGHT DATES 9.17-9.21

NAB SENT VIA EMAIL;Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	9/12 - 9/19		Total Spots	Total \$	CPP	GRP
							9/12	9/19				
1	M-W 5a-6a		8 News Now Good Day (5-6AM)	\$290.00	1.9	30	0	2	2	\$580.00	\$152.63	3.8
2	M-W 6a-7a		8 News Now Good Day (6-7AM)	\$580.00	3.1	30	0	1	1	\$580.00	\$187.10	3.1
3	M-W 7a-9a		CBS This Morning	\$385.00	2.8	30	0	1	1	\$385.00	\$137.50	2.8
4	Su 6a-6:30a		8 News Now Sunday Morning- #1	\$255.00	1.2	30	1	0	1	\$255.00	\$212.50	1.2
5	Su 8a-8:30a		8 News Now Sunday Morning- #2	\$710.00	2.7	30	1	0	1	\$710.00	\$262.96	2.7
6	Sa 5p-5:30p		8 News Now At 5PM-Sat	\$405.00	3.6	30	0	0	0	\$0.00	\$112.50	0.0
7	Sa 6p-6:30p		8 News Now At 6PM-Sat	\$185.00	4.7	30	0	0	0	\$0.00	\$39.36	0.0
8	Su 4:30p-5p		8 News Now At 5PM-Sun	\$930.00	4.3	30	1	0	1	\$930.00	\$216.28	4.3
9	Su 5:30p-6p		Politics Now	\$385.00	2.9	30	1	0	1	\$385.00	\$132.76	2.9
10	Su 6:30p-7p		8 News Now At 630PM-Sun	\$535.00	3.8	30	1	0	1	\$535.00	\$140.79	3.8
11	M-W 11p-11:35p		8 News Now At 11PM	\$770.00	3.5	30	0	1	1	\$770.00	\$220.00	3.5
12	Sa 11p-11:35p		8 News Now At 11PM-Sat	\$215.00	3.4	30	0	0	0	\$0.00	\$63.24	0.0
13	Su 11p-11:35p		8 News Now At 11PM-Sun	\$555.00	3.4	30	1	0	1	\$555.00	\$163.24	3.4
14	F 10p-11p		Blue Bloods-CBS	\$890.00	4.1	30	0	0	0	\$0.00	\$217.07	0.0
15	Su 7p-8p		60 Minutes-CBS	\$3,750.00	6.4	30	1	0	1	\$3,750.00	\$585.94	6.4
16	Sa 9a-4p		CBS SEC Football	\$250.00	2.3	30	0	0	0	\$0.00	\$108.70	0.0
17	Su 10a-1p		CBS NFL -Early Game	\$1,700.00	7.2	30	0	0	0	\$0.00	\$236.11	0.0
18	Su 1p-4p		CBS NFL -Late Game	\$2,000.00	16.8	30	0	0	0	\$0.00	\$119.05	0.0
19	M-W 4p-5p		8 News Now at 4pm	\$555.00	0.0	30	0	2	2	\$1,110.00	\$0.00	0.0
TOTALS:							7	7	14	\$10,545.00	\$278.23	37.9



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Agency: STRATEGIC MEDIA PLACEMENT	Advertiser: Heck - Sen - NV	Market: Las Vegas
7669 STAGERS LOOP	Product: Heck/S/R	Office: WASHINGTON
DELAWARE, OH 43015	Agency Order #: 5399849	Primary Demo: Adults 35+
	Buyer: Fink, Brant	Con Type: POLITICAL/VOTE
	Salesperson: JENNA NUBAR	Assistant: ANJELICA DAVI
	202-872-5880	212-408-3261
		Total \$: \$10,545.00
		Total Spots: 14
		Total CPP: \$278.23
		Total GRP: 37.9
		Traffic #: 1427873
		Separation:

Special Instructions	Flight is 9/17-9/21
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Order Level Comments		
Date/Time	Added by	Comment
09/16/16 10:27 AM	JENNA NUBAR	NV - JOE HECK ADDITION FLIGHT DATES 9.17-9.21 NAB SENT VIA EMAIL;Separation: 30
09/16/16 10:27 AM	JENNA NUBAR	NV - JOE HECK ADDITION FLIGHT DATES 9.17-9.21 NAB SENT VIA EMAIL;Separation: 30

Competitive Information	
Market Budget:	\$35,150
KLAS Share:	30%
Comment:	SHARES ARE EST
KSNV:	31%
KTNV:	20%
KVVU:	19%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	14	\$10,545.00	\$278.23	37.9
Total	100%	14	\$10,545.00	\$278.23	37.9

Monthly Summary		
Month	Spots	Dollars
2016-Sep	14	\$10,545.00
Total	14	\$10,545.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	9/16/16 10:32 AM					\$0	\$0	
Revision	9/16/16 10:27 AM	JENNA NUBAR	Confirmed		5	\$0	\$10,545.00	Changes: Special Instructions from to Flight is 9/17-9/21, Total CPP from \$131.16 to \$278.23, Total Spots from 19 to 14, Total GRPs from 80.4 to 37.9, User Entered \$ from \$0.00 to \$10,545.00, Advertiser from Heck-NRSC to Heck - Sen - NV, Product from TV to Heck/S/R. 17 buylines added or modified.
New	9/16/16 10:09 AM	JENNA NUBAR	New	19		\$10,545.00	\$10,545.00	

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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