



125 West 55th St
New York, NY 10019

125

Contract # 25325403	Changes as of: 11/2/2016 at 10:30 PM	Version: Current State Version 3	Total \$: \$4,300.00
CPE: 27/37/133	Flight: 10/8/16 - 10/16/16	Station: WPGH	Total Spots: 10
Agency: BRABENDER COX	Advertiser: John Rafferty PA Att General	Market: Pittsburgh	Total CPP: \$147.26
Product: Candidate	Agency Order #: 5455480	Office: WASHINGTON	Total GRP: 29.2
Buyer: Kundu, Liz	Primary Demo: Adults 35+	Con Type: POLITICAL/VOTE	Traffic #: 2656741
Salesperson: TREVOR HEATON	Assistant: TREVOR HEATON	Separation:	

Comments: credit line 4 (-\$500) revised total \$4300

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/8 - 10/16										Total Spots	Total \$	CPP	GRP								
							10/8	10/9	10/10	10/11	10/12	10/13	10/14	10/15	10/16													
	M-F 7p-7:30p		Big Bang Theory	\$500.00	3.5	15	0	0	0	2	0	2	0	0	0	4	\$2,000.00	\$142.86	14.0									
[BOOKENDS]																												
	M-F 10p-10:30p		Channel 11 News-FOX53 @ 10P	\$500.00	2.8	15	0	0	0	0	2	0	2	0	0	4	\$2,000.00	\$178.57	11.2									
[BOOKENDS]																												
	Su 11p-11:30p		Big Bang Theory	\$150.00	2.0	15	0	2	0	0	0	0	0	0	0	2	\$300.00	\$75.00	4.0									
[BOOKENDS]																												
	Sa 7:30p-11p		FOX College Football Prime	\$250.00	3.0	15	0	0	0	0	0	0	0	2	0	0	\$0.00	\$83.33	0.0									
[BOOKENDS]																												
TOTALS: 0																2	0	2	2	2	2	2	0	0	10	\$4,300.00	\$147.26	29.2



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Agency: BRABENDER COX	Advertiser: John Rafferty PA Att	Market: Pittsburgh
108 SOUTH STREET, 3RD FL MARKET STATION LEESBURG, VA 20175	Product: Candidate	Office: WASHINGTON
Agency Order #: 5455480	Buyer: Kundu, Liz	Primary Demo: Adults 35+
Salesperson: TREVOR HEATON	Con Type: POLITICAL/NOTE	Total GRP: 29.2
202-955-5342	Assistant: TREVOR HEATON	Traffic #: 2656741
		Separation:
		Total Spots: 10
		Total CPP: \$147.26
		Total \$: \$4,300.00

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
11/02/16 10:28 PM	TREVOR HEATON	credit line 4 (-\$500) revised total \$4300
10/31/16 9:56 AM	Christopher Koutsouflakis	LN 4 NA: 1X SAT 10/15 FT PRG CHG OFR: this weekends College football for this...2x at \$250 per :30 or 4x bookend 15 at \$125 per bookend.
10/06/16 10:02 AM	TREVOR HEATON	New order for Rafferty please confirm ASAP. Thanks
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Competitive Information	
Market Budget:	\$43,000
WPGH Share:	10%
Comment:	
KDKA:	35%
WPXI:	30%
WTAE:	25%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	10	\$4,300.00	29.2
Total	100%	10	\$4,300.00	\$147.26

Monthly Summary		
Month	Spots	Dollars
2016-Oct	10	\$4,300.00
Total	10	\$4,300.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	11/2/16 10:28 PM	TREVOR HEATON	Revised		2	\$-500.00	\$4,300.00	Changes: Total Spots from 12 to 10, Calculated Dollars from \$4,800.00 to \$4,300.00, Total GRPs from 35.2 to 29.2, Total CPP from \$136.36 to \$147.26, Competitive Market Budget from \$48,000 to \$43,000, User Entered \$ from \$4,800.00 to \$4,300.00, Comments from New order for Rafferty please confirm ASAP. Thanks to credit line 4 (-\$500) revised total \$4300, Total \$ from \$4,800.00 to \$4,300.00, 1 buyline added or modified.
Makegood 1	10/31/16 9:56 AM	Christopher Koutsouflakis	Confirmed			\$0	\$4,800.00	Changes: Total GIMPs from 0 to 35, Total CPM from \$0.00 to \$136,363.64.
Queued for Electronic Contracting	10/6/16 4:17 PM					\$0	\$0	Changes: Flight Start from 10/3/16 to 10/8/16, User Entered \$ from \$0.00 to \$4,800.00, Total CPP from \$272.73 to \$136.36, Total Spots from 6 to 12, Total GRPs from 17.6 to 35.2, Comments from Separation: 30 to New order for Rafferty please confirm ASAP. Thanks, Competitive Market Budget from \$60,000 to \$48,000, Competitive Unknown from True to false, Default Spot Length to 15B, 4 buylines added or modified.
Revision	10/6/16 10:02 AM	TREVOR HEATON	Confirmed	6		\$0	\$4,800.00	
New	10/6/16 9:35 AM	TREVOR HEATON	New	6		\$4,800.00	\$4,800.00	

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



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Salesperson: TREVOR HEATON 202-955-5342		Con Type: POLITICAL/VOTE	Traffic #: 2656741		
		Assistant: TREVOR HEATON 202-955-5342	Separation:		

ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.