

KATZ

TELEVISION
GROUP125 West 55th St
New York, NY 10019

Contract # 26147417

Changes as of: 9/12/2018 at 10:51 AM

Version: Original Order

CPE: 6372/301

Flight: 9/10/18 - 9/23/18

Station: WIVB

Con Type: POLITICAL/VOTE

Agency: BRABENDER COX

Advertiser: 13107

Market: Buffalo-Niagara Falls

Total \$: \$8,150.00

108 SOUTH STREET,
3RD FL

Product: Candidate

Office: WASHINGTON

Total Spots: 20

MARKET STATION
LEESBURG, VA 20175

Agency Order #: 7732469

Service: Nielsen

Total CPP: \$77.55

Buyer: Kundu, Liz

Primary Demo: Adults 35+

Total GRP: 105.1

Salesperson: RACHELLE RAY

Assistant: RACHELLE RAY

Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	9/10 - 9/22													
							9/10	9/11	9/12	9/13	9/14	9/15	9/16	9/17	9/18	9/19	9/20	9/21	9/22	
1	M-F 6a-7a original		Wake Up	\$300.00	3.3	30	0	0	0	0	1	0	0	1	1	1	1	0		
2	M-F 5p-6p original		News 4 Buffalo 5	\$300.00	5.8	30	0	0	0	1	0	0	0	1	0	1	0	0		
3	M-F 6p-6:30p original		News 4 Buffalo 6	\$550.00	8.3	30	0	0	0	0	1	0	0	0	1	0	1	0		
4	M-F 11p-11:35p original		News 4 Buffalo 11	\$500.00	5.4	30	0	0	0	0	1	0	0	0	1	0	1	0		
5	Sa 11p-11:35p original		News 4 Weekend 11	\$500.00	5.4	30	0	0	0	0	0	1	0	0	0	0	0	1		
6	Su 11p-11:35p original		News 4 Weekend 11	\$500.00	5.1	30	0	0	0	0	0	0	1	0	0	0	0	0		
TOTALS: 0							0	0	0	1	3	1	1	2	3	2	3	2	1	

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312-832-6601Assistant: RACHELLE RAY
312-832-6601

Separation:

							9/23 - 9/23		Total	Total		
# Day/Time	DP	Program	Rate	A35P Rating	Len	9/23		Spots	\$	CPP*	GRP*	
M-F 1 6a-7a		Wake Up	\$300.00	3.3	30	0		6	\$1,800.00	\$90.91	19.8	
M-F 2 5p-6p		News 4 Buffalo 5	\$300.00	5.8	30	0		4	\$1,200.00	\$51.72	23.2	
M-F 3 6p-6:30p		News 4 Buffalo 6	\$550.00	8.3	30	0		3	\$1,650.00	\$66.27	24.9	
M-F 4 11p-11:35p		News 4 Buffalo 11	\$500.00	5.4	30	0		3	\$1,500.00	\$92.59	16.2	
Sa 5 11p-11:35p		News 4 Weekend 11	\$500.00	5.4	30	0		2	\$1,000.00	\$92.59	10.8	
Su 6 11p-11:35p		News 4 Weekend 11	\$500.00	5.1	30	1		2	\$1,000.00	\$98.04	10.2	
TOTALS: 1								20	\$8,150.00	\$77.55	105.1	