

Traffic Order#

1 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone# 202-872-1155
Salesperson FAX# 202-872-8745

GEORGE FLINN TN CD9 *****NONDISCRIMINATION***** 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 COMMUNICATIONS, INC. (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.

LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
	1	TU-F	6A-7A	6A NEWS	09/25-09/28	:30	4	\$350.00	4
		Buyline Comment: 1/DAY							
	2	M-F	6A-7A	6A NEWS	10/01-10/05	:30	5	\$350.00	5
		Buyline Comment: 1/DAY							
	3	M	6A-7A	6A NEWS	10/08-10/08	:30	1	\$350.00	1
	4	SA	6A-9A	DAYBREAK SAT	09/29-10/06	:30	1	\$200.00	2
	5	SU	6A-8A	DAYBREAK SUN	09/30-09/30	:30	1	\$200.00	1
	6	SU	8A-930A	CBS SUN MORN	09/30-10/07	:30	1	\$500.00	2
	7	TU,TH	10A-11A	PRICE RT	09/25-09/27	:30	2	\$225.00	2
		Buyline Comment: 1/DAY							
	8	TU,TH	10A-11A	PRICE RT	10/02-10/04	:30	2	\$225.00	2
		Buyline Comment: 1/DAY							
	9	TU-W,F	5P-530P	5P NEWS	09/25-09/28	:30	3	\$425.00	3
		Buyline Comment: 1/DAY							
	10	M-TH	5P-530P	5P NEWS	10/01-10/04	:30	4	\$425.00	4
		Buyline Comment: 1/DAY							

Station WREG-TV MEMPHIS
 Advertiser () FLINN, GEORGE
 Product FLINN/C/R
 Estimate# 2730
 Buyer WHITNEY EVERSOLE
 Phone#
 Fax#
 Agency () STRATEGIC MEDIA PLACEMENT
 7669 STAGERS LOOP
 DELAWARE, OH 43015
 Agency C/P1/P2/E //2730
 Flight Dates 09/25/2012 - 10/08/2012
 Hiatus Weeks
 Rep Firm
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LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
	11	M	5P-530P	5P NEWS	10/08-10/08	:30	1	\$425.00	1
	12	TU-F	6P-630P	6P NEWS	09/25-09/28	:30	4	\$450.00	4
	Buyline Comment: 1/DAY								
	13	M-F	6P-630P	6P NEWS	10/01-10/05	:30	5	\$450.00	5
	Buyline Comment: 1/DAY								
	14	M	6P-630P	6P NEWS	10/08-10/08	:30	1	\$450.00	1
	15	SA	6P-630P	SAT 6P NEWS	09/29-10/06	:30	1	\$300.00	2
	16	SU	10P-1035P	SUN 10P NEWS	09/30-10/07	:30	1	\$500.00	2
	17	TU-F	10P-1035P	10P NEWS	09/25-09/28	:30	4	\$600.00	4
	Buyline Comment: 1/DAY								
	18	M-F	10P-1035P	10P NEWS	10/01-10/05	:30	5	\$600.00	5
	Buyline Comment: 1/DAY								
	19	M	10P-1035P	10P NEWS	10/08-10/08	:30	1	\$600.00	1
	20	TH	7P-8P	BIG BANG/2.5 MEN	09/27-09/27	:30	1	\$1,500.00	1
	21	SU	12P-3P	AFC FB	10/07-10/07	:30	1	\$2,000.00	1

---REPORT TOTALS---

Report Totals: 53 / \$25,000.00

---SALES MONTHLY TOTALS---

Station WREG-TV MEMPHIS
 Advertiser () FLINN, GEORGE
 Product FLINN/C/R
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Sep 12: 23 / \$10,525.00 Oct 12: 30 / \$14,475.00
 Sales Totals: 53 / \$25,000.00
 Station Totals: 53 / \$25,000.00
 Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$83,333	CABL 0%	CBLA 0%	CBLB 0%	INTA 0%	INTB 0%
		UNKN 70%	WHBQ 0%	WILMT 0%	WMC 0%	WPTY 0%
		WPXX 0%	WREG 30%			

Books null
 Demos RA35+