



125 West 55th St
New York, NY 10019

Contract # 26227514	Changes as of: 10/22/2018 at 6:51 PM	Version: Highlighting Revision 1	
CPE: 408/496/6108	Flight: 10/31/18 - 11/6/18	Station: WVBT	Con Type: POLITICAL/VOTE
Agency: STRATEGIC MEDIA SERVICES	Advertiser: Scott Taylor for Congress VA CD-2	Market: Norfolk-Virginia Beach	Total \$: \$17,290.00
1911 NORTH FT MYER DRIVE	Product: Candidate	Office: WASHINGTON	Total Spots: 53
SUITE 400	Agency Order #: 7874377	Service: Nielsen	Total CPP: \$0.00
ARLINGTON, VA 20009	Buyer: Rheault, Ben	Primary Demo: Adults 35+	Total GRP:
	Salesperson: BILL THOMAS 202-872-5880	Assistant: BILL THOMAS 202-872-5880	
	Separation:		

#	Day/Time	DP	Program	Rate	Len	10/31 - 11/6							Total Spots	Total \$	CPP*	GRP*
						10/31	11/1	11/2	11/3	11/4	11/5	11/6				
1	Su 11a-12n		NFL Kickoff	\$125.00	30	0	0	0	0	1	0	0	1	\$125.00	\$0.00	0.0
Changes: Rate from 300 to 125																
3	Su 1p-4p		REDSKINS	\$4,000.00	30	0	0	0	0	1	0	0	1	\$4,000.00	\$0.00	0.0
Changes: Program from NFL Sunday Early: Week 10 to REDSKINS, Rate from 1900 to 4000																
4	Su 4:05p-7:30p		RAMS/SAINTS	\$4,000.00	30	0	0	0	0	1	0	0	1	\$4,000.00	\$0.00	0.0
Changes: Program from REDSKINS to RAMS/SAINTS, Rate from 8500 to 4000																
5	Su 7:30p-8p		The OT-FOX	\$1,500.00	30	0	0	0	0	1	0	0	1	\$1,500.00	\$0.00	0.0
Changes: Rate from 900 to 1500																
9	Sa 7:30p-11p		College Football:	\$250.00	30	0	0	0	1	0	0	0	1	\$250.00	\$0.00	0.0
Changes: Rate from 100 to 250																
REV- 10	W-F-Su,Tu 8p-11p		MLB World Series	\$1,500.00	30	1	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
Changes: Rate from 750 to 1500																
11	W-F,M-Tu 7a-8a		WAVY News at 7am	\$130.00	30	2	2	2	0	0	2	1	9	\$1,170.00	\$0.00	0.0
Changes: Rate from 40 to 130																
12	W-F,M-Tu 8a-9a		WAVY News at 8am	\$115.00	30	1	1	1	0	0	1	1	5	\$575.00	\$0.00	0.0
Changes: Rate from 40 to 115																
13	W-F,M-Tu 3p-4p		Millionaire	\$25.00	30	1	1	1	0	0	1	0	4	\$100.00	\$0.00	0.0
Changes: Program from Maury Povich to Millionaire, Rate from 10 to 25																
16	W-F,M-Tu 7p-7:30p		WAVY News 10 @ 7p	\$100.00	30	1	1	1	0	0	1	0	4	\$400.00	\$0.00	0.0
Changes: Rate from 50 to 100																
REV- 17	W-F,M-Tu 10p-10:45p		WVBT FOX News	\$125.00	30	2	2	0	2	0	0	2	4	\$500.00	\$0.00	0.0
REV- 18	Sa 10p-10:45p		WVBT FOX News	\$125.00	30	0	0	0	1	0	0	0	0	\$0.00	\$0.00	0.0
REV+ 19	Su 10p-10:45p		WVBT FOX News	\$125.00	30	0	0	0	0	1	2	0	2	\$250.00	\$0.00	0.0
20	M 9p-10p		9-1-1-FOX	\$550.00	30	0	0	0	0	0	1	0	1	\$550.00	\$0.00	0.0
Changes: Rate from 300 to 550																



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	Agency Order #: 7874377	Office: WASHINGTON
	Buyer: Rheault, Ben	Service: Nielsen
	Salesperson: BILL THOMAS 202-872-5880	Primary Demo: Adults 35+
	Separation:	Assistant: BILL THOMAS 202-872-5880
		Con Type: POLITICAL/VOTE
		Total \$: \$17,290.00
		Total Spots: 53
		Total CPP: \$0.00
		Total GRP:

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						10/31	11/1	11/2	11/3	11/4	11/5	11/6						
REV+ 21	W-F,M-Tu 10p-10:45p		WVBT FOX News	\$250.00	30	0	0	0	0	0	0	3		3	\$750.00	\$0.00	0.0	
REV+ 22	M-F 11p-11:30p		WVBT FOX News	\$125.00	30	0	0	2	0	0	0	0		0	2	\$250.00	\$0.00	0.0
REV+ 23	M 10:45p-11p		Sportswrap	\$190.00	30	0	0	0	0	0	0	2		0	2	\$380.00	\$0.00	0.0
TOTALS:						9	11	9	2	7	13	2		53	\$17,290.00	\$0.00	0.0	



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/22/18 6:25 PM	System	Notice Received.

Competitive Information	
Market Budget:	\$216,125
WVBT Share:	8%
Comment:	
Unknown:	92%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	53	\$17,290.00	N/A	0.0
Total	100%	53	\$17,290.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2018-Nov	53	\$17,290.00
Total	53	\$17,290.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/22/18 6:51 PM	BILL THOMAS	Revised	2		\$0	\$17,290.00	Changes: Competitive Market Budget from \$114,938 to \$216,125, Total Spots from 51 to 53, Demo Meta to [R16]. 17 buylines added or modified.
Queued for Electronic Contracting	10/20/18 2:05 PM					\$0	\$0	
New	10/19/18 9:22 PM	BILL THOMAS	Confirmed	51		\$17,290.00	\$17,290.00	

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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