



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 26141030		<b>Changes as of:</b> 8/31/2018 at 11:04 AM		<b>Version:</b> Current State Version 2	
<b>CPE:</b>		<b>Flight:</b> 10/1/18 - 11/6/18		<b>Station:</b> WKEF	
<b>Agency:</b> SCREEN STRATEGIES ME		<b>Advertiser:</b> Frank Larose Secretary of State		<b>Market:</b> Dayton	
SCREEN STRATEGIES MEDIA 11150 FAIRFAX BLVD SUITE 505 FAIRFAX VA 22030		<b>Product:</b> Frank Larose for Secretary of State		<b>Office:</b> PHILADELPHIA	
<b>Agency Order #:</b>		<b>Service:</b> Nielsen		<b>Total CPP:</b> \$0.00	
<b>Buyer:</b> Michael Philips		<b>Primary Demo:</b> Adults 35+		<b>Total GRP:</b>	
<b>Salesperson:</b> FRAN BROWN 215-563-5400		<b>Assistant:</b> FRAN BROWN 215-563-5400		<b>Traffic #:</b> 3478934	
<b>Separation:</b>					
		<b>Con Type:</b> POLITICAL/VOTE			
		<b>Total \$:</b> \$6,060.00			
		<b>Total Spots:</b> 23			

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/1 - 11/5						Total Spots	Total \$	CPP*	GRP*	
							10/1	10/8	10/15	10/22	10/29	11/5					
1	M-F 7a-8a		GMA	\$70.00	0.0	30	0	0	0	3	2	1		6	\$420.00	\$0.00	0.0
2	Sa 6p-6:30p		News	\$85.00	0.0	30	0	0	0	0	0	0		0	\$0.00	\$0.00	0.0
3	Su 6p-6:30p		News	\$85.00	0.0	30	0	0	0	1	0	0		1	\$85.00	\$0.00	0.0
4	Su 11p-11:35p		News	\$100.00	0.0	30	0	0	0	1	1	0		2	\$200.00	\$0.00	0.0
5	M-F 7:30p-8p		Family Fued	\$255.00	0.0	30	0	0	0	3	3	1		7	\$1,785.00	\$0.00	0.0
6	M 8p-10p		DWTS	\$600.00	0.0	30	0	0	0	1	1	1		3	\$1,800.00	\$0.00	0.0
7	Th 8p-9p		Greys	\$800.00	0.0	30	0	0	0	1	1	0		2	\$1,600.00	\$0.00	0.0
8	M-F 6p-6:30p		News	\$85.00	0.0	30	0	0	0	1	1	0		2	\$170.00	\$0.00	0.0
TOTALS:							0	0	0	11	9	3	23	\$6,060.00	\$0.00	0.0	



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		<b>Total \$:</b> \$6,060.00			
		<b>Total Spots:</b> 23			

<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
08/31/18 10:39 AM	Heather Starrett	PLS SEE LN 2 FOR N/A AND MG OFFER D/T COLLEGE FOOTBALL PLS ADV THANK YOU

Competitive Information	
<b>Market Budget:</b>	\$40,400
<b>WKEF Share:</b>	15%
<b>Comment:</b>	estimated
<b>WRGT:</b>	12%
<b>Unknown:</b>	73%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	23	\$6,060.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>23</b>	<b>\$6,060.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2018-Oct	11	\$2,645.00
2018-Nov	12	\$3,415.00
<b>Total</b>	<b>23</b>	<b>\$6,060.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 1	8/31/18 10:39 AM	Heather Starrett	Confirmed	2	2	\$0	\$6,060.00	Changes: 2 buylines added or modified.
Queued for Electronic Contracting	8/31/18 10:19 AM					\$0	\$0	
New	8/31/18 10:03 AM	FRAN BROWN	Confirmed	23		\$6,060.00	\$6,060.00	

<b>Non-Discrimination Policy</b>	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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