



125 West 55th St
New York, NY 10019

Contract # 25764317	Changes as of: 10/3/2017 at 12:42 PM	Version: Highlighting Revision 1
CPE: 277/357/3172	Flight: 10/4/17 - 10/10/17	Station: WVBT
Agency: STRATEGIC MEDIA SERVICES	Advertiser: GILLESPIE, ED	Market: Norfolk-Virginia Beach
1911 NORTH FT MYER DRIVE	Product: Candidate	Office: WASHINGTON
SUITE 400	Agency Order #: 6597593	Primary Demo: Adults 35+
ARLINGTON, VA 20009	Buyer: Rheault, Ben	Con Type: POLITICAL/VOTE
	Salesperson: BILL THOMAS 202-872-5880	Assistant: BILL THOMAS 202-872-5880
		Total \$: \$13,135.00
		Total Spots: 62
		Total CPP: \$198.71
		Total GRP: 66.1
		Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/4 - 10/10								Total Spots	Total \$	CPP	GRP		
							10/4	10/5	10/6	10/7	10/8	10/9	10/10							
REV- 1	W-F,M-Tu 7a-8a		WAVY NWS-7AFOX<	\$85.00	0.8	30	1	1	0	1	0	0	1	0	1	0	2	\$170.00	\$106.25	1.6
Target 200118 Index: 103. Nielsen: 0.7																				
2	W-F,M-Tu 8a-9a		WAVY NWS-8AFOX<	\$75.00	1.0	30	1	1	1	0	0	1	1				5	\$375.00	\$75.00	5.0
Target 200118 Index: 102. Nielsen: 0.9																				
3	W-F,M-Tu 12n-1p		MILLIONAIRE	\$25.00	0.4	30	1	1	1	0	0	1	1				5	\$125.00	\$62.50	2.0
Target 200118 Index: 119. Nielsen: 0.3																				
4	W-F,M-Tu 1p-2p		HMPTN-SHW R<	\$25.00	0.3	30	0	1	0	0	0	1	0				2	\$50.00	\$83.33	0.6
Target 200118 Index: 117. Nielsen: 0.2																				
5	W-F,M-Tu 4p-5p		STEVE WILKOS<	\$60.00	1.8	30	1	1	1	0	0	1	1				5	\$300.00	\$33.33	9.0
Target 200118 Index: 104. Nielsen: 1.9																				
6	W-F,M-Tu 5p-6p		MAURY POVICH<	\$60.00	1.8	30	1	1	1	0	0	1	1				5	\$300.00	\$33.33	9.0
Target 200118 Index: 99. Nielsen: 1.7																				
7	W-F,M-Tu 7p-7:30p		WAVY NWS-7PFOX<	\$125.00	1.3	30	1	1	1	0	0	1	1				5	\$625.00	\$96.15	6.5
Target 200118 Index: 106. Nielsen: 1.4																				
REV- 8	W-F,M-Tu 10p-10:45p		WVBT FOX NEWS<	\$300.00	2.3	30	1	1	0	1	0	0	1	1			4	\$1,200.00	\$130.43	9.2
Target 200118 Index: 120. Nielsen: 2.1																				
REV- 9	W-F,M-Tu 10:45p-11p		SPORTSWRAP M-F<	\$350.00	1.4	30	1	1	1	0	0	0	1	1			4	\$1,400.00	\$250.00	5.6
Target 200118 Index: 122. Nielsen: 1.3 Changes: Rate from 150 to 350																				
10	W-F,M-Tu 11p-12m		TMZ	\$50.00	0.8	30	2	2	2	0	0	2	2				10	\$500.00	\$62.50	8.0
Target 200118 Index: 125. Nielsen: 0.9																				
11	W-F,M-Tu 12m-1a		TMZ LIVE!<	\$30.00	0.5	30	1	1	1	0	0	1	1				5	\$150.00	\$60.00	2.5
Target 200118 Index: 122. Nielsen: 0.6																				
12	Th 9p-10p		THE ORVILLE	\$325.00	1.6	30	0	1	0	0	0	0	0	0			1	\$325.00	\$203.13	1.6
Target 200118 Index: 112. Nielsen: 2.0 Changes: Program from LOVE CNCTN-FOX to THE ORVILLE, Rate from 650 to 325																				
13	Sa 12n-3:30p		FOX COLLEGE FOOTBALL	\$200.00	0.3	30	0	0	0	1	0	0	0				1	\$200.00	\$666.67	0.3
Target 200118 Index: 97. Nielsen: 0.3																				



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#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/4 - 10/10							Total Spots	Total \$	CPP	GRP
							10/4	10/5	10/6	10/7	10/8	10/9	10/10				
14	Sa 4p-7:30p		FOX COLLEGE FOOTBALL	\$200.00	0.4	30	0	0	0	1	0	0	0	1	\$200.00	\$500.00	0.4
Target 200118 Index: 108. Nielsen: 0.3 Changes: Day/Time from Sa 3:30p-7p to Sa 4p-7:30p																	
REV- 15	Sa 12:30a-1:30a		TMZ WK	\$20.00	0.4	30	0	0	0	1	0	0	0	0	\$0.00	\$50.00	0.0
Target 200118 Index: 133. Nielsen: 0.4 Changes: Day/Time from Sa 12m-1a to Sa 12:30a-1:30a																	
16	Su 9a-10a		FOX NEWS SUNDAY	\$45.00	0.2	30	0	0	0	0	1	0	0	1	\$45.00	\$225.00	0.2
Target 200118 Index: 103. Nielsen: 0.2																	
17	Su 10:30a-11a		WASHINGTON HUDDLE	\$200.00	0.4	30	0	0	0	0	1	0	0	1	\$200.00	\$500.00	0.4
Target 200118 Index: 115. Nielsen: 0.2																	
18	Su 12n-1p		FOX NFL SUNDAY PREGAME	\$500.00	0.2	30	0	0	0	0	1	0	0	1	\$500.00	\$2,500.00	0.2
Target 200118 Index: 115. Nielsen: 0.1 Changes: Rate from 600 to 500																	
19	Su 1p-4p		FOX NFL	\$1,200.00	0.3	30	0	0	0	0	1	0	0	1	\$1,200.00	\$4,000.00	0.3
Target 200118 Index: 109. Nielsen: 0.3 Changes: Rate from 2400 to 1200																	
20	Su 4:15p-7:30p		FOX NFL	\$5,100.00	0.3	30	0	0	0	0	1	0	0	1	\$5,100.00	\$17,000.00	0.3
Target 200118 Index: 110. Nielsen: 0.2 Changes: Rate from 3400 to 5100																	
21	Su 10p-10:45p		WVBT FOX NEWS	\$150.00	2.9	30	0	0	0	0	1	0	0	1	\$150.00	\$51.72	2.9
Target 200118 Index: 118. Nielsen: 2.3 Changes: Rate from 300 to 150																	
22	Su 12m-1a		EXTRA WK	\$20.00	0.5	30	0	0	0	0	1	0	0	1	\$20.00	\$40.00	0.5
Target 200118 Index: 127. Nielsen: 0.3																	
TOTALS:							11	11	10	2	7	11	10	62	\$13,135.00	\$198.71	66.1



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/03/17 12:31 PM	System	Notice Received.

Competitive Information	
Market Budget:	\$131,350
WVBT Share:	10%
Comment:	
WAVY:	34%
WGNT:	4%
WTKR:	21%
WTVZ:	3%
WVEC:	28%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	62	\$13,135.00	\$198.71	66.1
Total	100%	62	\$13,135.00	\$198.71	66.1

Monthly Summary		
Month	Spots	Dollars
2017-Oct	62	\$13,135.00
Total	62	\$13,135.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/3/17 12:42 PM	BILL THOMAS	Revised		6	\$0	\$13,135.00	Changes: Total CPP from \$180.92 to \$198.71, Total Spots from 68 to 62, Total GRPs from 72.6 to 66.1, User Entered \$ from \$0.00 to \$13,135.00. 10 buylines added or modified.
Queued for Electronic Contracting	10/3/17 11:30 AM					\$0	\$0	
New	10/3/17 11:27 AM	BILL THOMAS	Confirmed	68		\$13,135.00	\$13,135.00	

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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