



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25706195		<b>Changes as of:</b> 9/5/2017 at 11:58 AM		<b>Version:</b> Original Order	
<b>CPE:</b> 277/357/3102		<b>Flight:</b> 9/6/17 - 9/12/17		<b>Station:</b> WVBT	
<b>Agency:</b> STRATEGIC MEDIA SERVICES		<b>Advertiser:</b> GILLESPIE, ED		<b>Market:</b> Norfolk-Virginia Beach	
1911 NORTH FT MYER DRIVE		<b>Product:</b> Candidate		<b>Office:</b> WASHINGTON	
SUITE 400		<b>Agency Order #:</b> 6498198		<b>Primary Demo:</b>	
ARLINGTON, VA 20009		<b>Buyer:</b> Rheault, Ben		<b>Con Type:</b> POLITICAL/VOTE	
		<b>Salesperson:</b> BILL THOMAS 202-872-5880		<b>Assistant:</b> BILL THOMAS 202-872-5880	
				<b>Total \$:</b> \$10,550.00	
				<b>Total Spots:</b> 65	
				<b>Total CPP:</b> \$0.00	
				<b>Total GRP:</b>	
				<b>Separation:</b>	

#	Day/Time	DP	Program	Rate	Len	9/6 - 9/12							Total Spots	Total \$	CPP	GRP
						9/6	9/7	9/8	9/9	9/10	9/11	9/12				
1	W-F,M-Tu 7a-8a		WAVY NWS-7AFOX	\$85.00	30	1	1	1	0	0	1	1	5	\$425.00	\$0.00	0.0
Target 200118 Index: 103. Nielsen: 1.2																
2	W-F,M-Tu 8a-9a		WAVY NWS-8AFOX	\$75.00	30	1	1	1	0	0	1	1	5	\$375.00	\$0.00	0.0
Target 200118 Index: 99. Nielsen: 1.3																
3	W-F,M-Tu 10a-11a		DR. OZ	\$40.00	30	0	1	0	0	0	0	0	1	\$40.00	\$0.00	0.0
Target 200118 Index: 103. Nielsen: 0.8																
4	W-F,M-Tu 11a-12n		DOCTORS	\$40.00	30	1	1	1	0	0	1	1	5	\$200.00	\$0.00	0.0
Target 200118 Index: 105. Nielsen: 0.7																
5	W-F,M-Tu 12n-1p		MILLIONAIRE/MILLIONAIRE B	\$40.00	30	1	0	1	0	0	0	1	3	\$120.00	\$0.00	0.0
Target 200118 Index: 100. Nielsen: 0.4																
6	W-F,M-Tu 1p-2p		HMPTN-SHW R	\$40.00	30	1	1	1	0	0	1	1	5	\$200.00	\$0.00	0.0
Target 200118 Index: 103. Nielsen: 0.4																
7	W-F,M-Tu 2p-3p		JERRY SPRINGER	\$50.00	30	1	1	1	0	0	1	1	5	\$250.00	\$0.00	0.0
Target 200118 Index: 94. Nielsen: 1.3																
8	W-F,M-Tu 3p-4p		MAURY POVICH R	\$65.00	30	1	1	1	0	0	1	1	5	\$325.00	\$0.00	0.0
Target 200118 Index: 90. Nielsen: 1.4																
9	W-F,M-Tu 7p-7:30p		WAVY NWS-7PFOX<	\$100.00	30	1	1	1	0	0	1	1	5	\$500.00	\$0.00	0.0
Target 200118 Index: 84. Nielsen: 1.1																
10	M 9p-10p		AVG. ALL WKS	\$850.00	30	0	0	0	0	0	1	0	1	\$850.00	\$0.00	0.0
Target 200118 Index: 118. Nielsen: 9.0																
11	W-Tu 10p-10:45p		WVBT FOX NEWS<	\$250.00	30	1	1	1	1	1	1	1	7	\$1,750.00	\$0.00	0.0
Target 200118 Index: 108. Nielsen: 2.2																
12	W-Tu 10:45p-11p		SPORTSWRAP M-F<	\$200.00	30	1	1	1	1	1	1	1	7	\$1,400.00	\$0.00	0.0
Target 200118 Index: 110. Nielsen: 1.5																
13	W-F,M-Tu 1a-2a		ENT TONITE R30/ANGR MNGMNT MF	\$35.00	30	1	1	1	0	0	1	1	5	\$175.00	\$0.00	0.0
Target 200118 Index: 101. Nielsen: 0.4																



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<b>Agency:</b> STRATEGIC MEDIA SERVICES		<b>Advertiser:</b> GILLESPIE, ED		<b>Market:</b> Norfolk-Virginia Beach	
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						9/6	9/7	9/8	9/9	9/10	9/11	9/12				
14	Sa 7p-10p		FOX SAT BSBLL<	\$300.00	30	0	0	0	1	0	0	0	1	\$300.00	\$0.00	0.0
Target 200118 Index: 111. Nielsen: 0.5																
15	Su 10a-11a		FOX NEWS SUN	\$45.00	30	0	0	0	0	2	0	0	2	\$90.00	\$0.00	0.0
Target 200118 Index: 130. Nielsen: 0.2																
16	Su 10p-10:45p		WVBT FOX NEWS	\$300.00	30	0	0	0	0	1	0	0	1	\$300.00	\$0.00	0.0
Target 200118 Index: 107. Nielsen: 4.0																
17	Su 12m-1a		EXTRA WK	\$50.00	30	0	0	0	0	1	0	0	1	\$50.00	\$0.00	0.0
Target 200118 Index: 150. Nielsen: 0.7																
18	Su 1p-4p		NFL REDSKINS	\$3,200.00	30	0	0	0	0	1	0	0	1	\$3,200.00	\$0.00	0.0
Target 200118 Index: 149. Nielsen: 0.2																
<b>TOTALS:</b>						<b>11</b>	<b>11</b>	<b>11</b>	<b>3</b>	<b>7</b>	<b>11</b>	<b>11</b>	<b>65</b>	<b>\$10,550.00</b>	<b>\$0.00</b>	<b>0.0</b>



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	<b>Salesperson:</b> BILL THOMAS 202-872-5880	<b>Assistant:</b> BILL THOMAS 202-872-5880	<b>Separation:</b>

<b>Special Instructions</b>	
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Competitive Information	
<b>Market Budget:</b>	<b>\$105,500</b>
<b>WVBT Share:</b>	<b>10%</b>
<b>Comment:</b>	
<b>WAVY:</b>	<b>34%</b>
<b>WGNT:</b>	<b>3%</b>
<b>WTKR:</b>	<b>25%</b>
<b>WTVZ:</b>	<b>3%</b>
<b>WVEC:</b>	<b>25%</b>

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	65	\$10,550.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>65</b>	<b>\$10,550.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2017-Sep	65	\$10,550.00
<b>Total</b>	<b>65</b>	<b>\$10,550.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	9/5/17 12:00 PM					\$0	\$0	
New	9/5/17 11:58 AM	BILL THOMAS	New	65		\$10,550.00	\$10,550.00	

<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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