



125 West 55th St
New York, NY 10019

| | | |
|---|--|--|
| Contract # 25690960 | Changes as of: 8/8/2017 at 10:21 AM | Version: Original Order |
| CPE: 277/357/3078 | Flight: 8/9/17 - 8/15/17 | 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 #: 6418731 | 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 \$: \$5,565.00 |
| | | Total Spots: 38 |
| | | Total CPP: \$0.00 |
| | | Total GRP: |
| | | Separation: |

| # | Day/Time | DP | Program | Rate | Len | 8/9 - 8/15 | | | | | | | | Total Spots | Total \$ | CPP | GRP |
|-----------------------------------|---------------------|----|-------------------------------|----------|-----|------------|------|------|------|------|------|------|--|-------------|------------|--------|-----|
| | | | | | | 8/9 | 8/10 | 8/11 | 8/12 | 8/13 | 8/14 | 8/15 | | | | | |
| 1 | W-F,M-Tu 7a-8a | | WAVY NWS-7AFOX | \$85.00 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | | 1 | \$85.00 | \$0.00 | 0.0 |
| Target 2 Index: 93. Nielsen: 1.2 | | | | | | | | | | | | | | | | | |
| 2 | W-F,M-Tu 8a-9a | | WAVY NWS-8AFOX | \$75.00 | 30 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | | 3 | \$225.00 | \$0.00 | 0.0 |
| Target 2 Index: 93. Nielsen: 1.3 | | | | | | | | | | | | | | | | | |
| 3 | 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 2 Index: 102. Nielsen: 0.7 | | | | | | | | | | | | | | | | | |
| 4 | W-F,M-Tu 12n-1p | | VARIOUS | \$40.00 | 30 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | | 5 | \$200.00 | \$0.00 | 0.0 |
| Target 2 Index: 107. Nielsen: 0.4 | | | | | | | | | | | | | | | | | |
| 5 | M 9p-10p | | LUCIFER-FOX | \$850.00 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | | 1 | \$850.00 | \$0.00 | 0.0 |
| Target 2 Index: 109. Nielsen: 1.8 | | | | | | | | | | | | | | | | | |
| 6 | 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 2 Index: 98. Nielsen: 2.2 | | | | | | | | | | | | | | | | | |
| 7 | W-F,M-Tu 11p-12m | | TMZ/EXTRA R | \$90.00 | 30 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | | 5 | \$450.00 | \$0.00 | 0.0 |
| Target 2 Index: 111. Nielsen: 0.9 | | | | | | | | | | | | | | | | | |
| 8 | W-F,M-Tu 12m-1a | | TMZ LIVE! | \$45.00 | 30 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | | 5 | \$225.00 | \$0.00 | 0.0 |
| Target 2 Index: 111. Nielsen: 0.7 | | | | | | | | | | | | | | | | | |
| 9 | Sa 10p-10:45p | | AVG. ALL WKS | \$300.00 | 30 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | | 1 | \$300.00 | \$0.00 | 0.0 |
| Target 2 Index: 98. Nielsen: 1.4 | | | | | | | | | | | | | | | | | |
| 10 | Sa 12m-1a | | AVG. ALL WKS/TMZ WK | \$50.00 | 30 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | | 1 | \$50.00 | \$0.00 | 0.0 |
| Target 2 Index: 110. Nielsen: 0.3 | | | | | | | | | | | | | | | | | |
| 11 | Sa 1a-2a | | ANGR MNGMNT WK/ANGR MGMT WK B | \$35.00 | 30 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | | 1 | \$35.00 | \$0.00 | 0.0 |
| Target 2 Index: 112. Nielsen: 0.2 | | | | | | | | | | | | | | | | | |
| 12 | Su 10a-11a | | FOX NWS SUNDAY | \$45.00 | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | | 1 | \$45.00 | \$0.00 | 0.0 |
| Target 2 Index: 92. Nielsen: 0.2 | | | | | | | | | | | | | | | | | |
| 13 | Su 9p-10p | | AVG. ALL WKS | \$850.00 | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | | 1 | \$850.00 | \$0.00 | 0.0 |
| Target 2 Index: 110. Nielsen: 0.9 | | | | | | | | | | | | | | | | | |



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| # | Day/Time | DP | Program | Rate | Len | 8/9 - 8/15 | | | | | | | Total Spots | Total \$ | CPP | GRP |
|----------------------------------|---------------|----|---------------|----------|-----|------------|------|------|------|------|------|------|-------------|------------|--------|-----|
| | | | | | | 8/9 | 8/10 | 8/11 | 8/12 | 8/13 | 8/14 | 8/15 | | | | |
| 14 | 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 2 Index: 97. Nielsen: 1.9 | | | | | | | | | | | | | | | | |
| TOTALS: | | | | | | 6 | 5 | 6 | 4 | 4 | 7 | 6 | 38 | \$5,565.00 | \$0.00 | 0.0 |



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| | | Total Spots: 38 |
| | | Total CPP: \$0.00 |
| | | Total GRP: |
| | | Separation: |

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| Special Instructions | |
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| Order Level Comments | | |
|----------------------|----------|------------------|
| Date/Time | Added by | Comment |
| 08/08/17 11:38 AM | System | Notice Received. |

| Competitive Information | |
|-------------------------|-----------------|
| Market Budget: | \$79,500 |
| WVBT Share: | 7% |
| Comment: | |
| WAVY: | 34% |
| WGNT: | 3% |
| WTKR: | 21% |
| WTVZ: | 7% |
| WVEC: | 28% |

| Daypart Summary | | | | | |
|-----------------|-------------|-----------|-------------------|------------|------------|
| Day/Time | % Distrib | Spots | Dollars | CPP | GRP |
| | 100% | 38 | \$5,565.00 | N/A | 0.0 |
| Total | 100% | 38 | \$5,565.00 | N/A | 0.0 |

| Monthly Summary | | |
|-----------------|-----------|-------------------|
| Month | Spots | Dollars |
| 2017-Aug | 38 | \$5,565.00 |
| Total | 38 | \$5,565.00 |

| Transaction History | | | | | | | | |
|-----------------------------------|------------------|-------------|-----------|-------|-------|------------|-------------|--|
| Trans | Created/Received | Created by | Status | Spot+ | Spot- | \$ Chg | Contract \$ | Comment |
| Queued for Electronic Contracting | 8/8/17 12:44 PM | | | | | \$0 | \$0 | |
| Revision | 8/8/17 11:50 AM | BILL THOMAS | Confirmed | 2 | | \$0 | \$5,565.00 | Changes: Total Spots from 38 to 40, Demo Meta to [R16], User Entered \$ from \$0.00 to \$5,565.00. 9 buylines added or modified. |
| Queued for Electronic Contracting | 8/8/17 10:26 AM | | | | | \$0 | \$0 | |
| New | 8/8/17 10:21 AM | BILL THOMAS | Confirmed | 38 | | \$5,565.00 | \$5,565.00 | |

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| 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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