



125 West 55th St
New York, NY 10019

Contract # 25695318		Changes as of: 8/17/2017 at 12:15 PM		Version: Highlighting Revision 2	
CPE: 277/357/3085		Flight: 8/16/17 - 8/22/17		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 #: 6435921		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 \$: \$5,940.00	
				Total Spots: 52	
				Total CPP: \$0.00	
				Total GRP:	
				Separation:	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/16 - 8/22								Total Spots	Total \$	CPP	GRP		
							8/16	8/17	8/18	8/19	8/20	8/21	8/22							
REV- 7	W-Tu 10:45p-11p		SPORTSWRAP M-F<	\$150.00	0	30	1	1	1	1	1	0	1	1		6	\$900.00	\$0.00	0.0	
Target 200118 Index: 110. Nielsen: 1.5																				
REV+ 13	Su 10:45p-11p		SPORTSWRAP M-F<	\$75.00	0.0	30	0	0	0	0	0	0	2	0	0	2	\$150.00	\$0.00	0.0	
Target 200118 Index: 110. Nielsen: 1.5																				
TOTALS:							7	9	9	2	7	9	9				52	\$5,940.00	\$0.00	0.0



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
		line 7: for the date of 8/20 only, please revise to 2x @75.
		thx
08/17/17 9:02 AM	Nikia Worsham	nikia
08/15/17 12:29 PM	System	Notice Received.

Competitive Information	
Market Budget:	\$74,250
WVBT Share:	8%
Comment:	
WAVY:	25%
WGNT:	3%
WTKR:	30%
WTVZ:	5%
WVEC:	29%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	52	\$5,940.00	N/A	0.0
Total	100%	52	\$5,940.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2017-Aug	52	\$5,940.00
Total	52	\$5,940.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	8/17/17 12:15 PM	BILL THOMAS	Revised	1		\$0	\$5,940.00	Changes: Total Spots from 51 to 52. 2 buylines added or modified.
Makegood 1	8/17/17 9:02 AM	Nikia Worsham	Confirmed			\$0	\$5,940.00	
Revision	8/15/17 12:35 PM	BILL THOMAS	Confirmed	6		\$0	\$5,940.00	Changes: Total Spots from 45 to 51, Demo Meta to [R16], User Entered \$ from \$0.00 to \$5,940.00. 10 buylines added or modified.
Queued for Electronic Contracting	8/15/17 11:09 AM					\$0	\$0	
New	8/15/17 11:01 AM	BILL THOMAS	Confirmed	45		\$5,940.00	\$5,940.00	

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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