



125 West 55th St
New York, NY 10019

Contract # 26217421
CPE: 219/594/1733
Agency: SRCP Media
201 NORTH UNION ST
SUITE 200
ALEXANDRIA VA
22314

Changes as of: 10/14/2018 at 7:44 PM
Flight: 10/31/18 - 11/6/18
Advertiser: Yes on 104
Product: noon cutoff election day

Version: Highlighting Revision 1
Station: KOB
Market: Medford-Ashland
Office: WASHINGTON

Con Type: POLITICAL/VOTE
Total \$: \$6,240.00
Total Spots: 15

Agency Order #: 7830796
Buyer: Noyes, Kathryn
Salesperson: SHEPARD RITZEN
215-567-7950

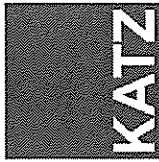
Service: Nielsen
Primary Demo: Adults 35+
Assistant: SHEPARD RITZEN
215-567-7950

Total CPP: \$0.00
Total GRP: 25828
Traffic #: 25828

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/31	10/31 - 10/31	Total Spots	Total \$	CPP*	GRP*
1	W-F 17a-9a		ERLY TDY-C-NBC	\$250.00	0	30	8		8	\$2,000.00	\$0.00	0.0
2	Tu 7a-9a		ERLY TDY-C-NBC	\$250.00	0	30	2		2	\$500.00	\$0.00	0.0
3	W-F 3p-6:30p		NBC5 NWS @6PM<	\$385.00	0	30	4		4	\$1,540.00	\$0.00	0.0
4	M 8p-10p		VOICE-NBC	\$2,200.00	0	30	1		1	\$2,200.00	\$0.00	0.0
TOTALS: 15									15	\$6,240.00	\$0.00	0.0

Changes: Day/Time from M 8p-9p to M 8p-10p



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New York, NY 10019

Contract # 26217421 Changes as of: 10/14/2018 at 7:44 PM Version: Highlighting Revision 1
CPE: 219/594/1733 Flight: 10/31/18 - 11/6/18 Station: KOB
Agency: SRCP Media Advertiser: Yes on 104 Market: Medford-Ashland
201 NORTH UNION ST Product: noon cutoff election day Office: WASHINGTON
SUITE 200
ALEXANDRIA VA 22314
Agency Order #: 7830796 Service: Nielsen
Buyer: Noyes, Kathryn Primary Demo: Adults 35+
Salesperson: SHEPARD RITZEN Assistant: SHEPARD RITZEN
215-567-7950 Traffic #: 25828
Separation:

Con Type: POLITICAL/VOTE
Total \$: \$6,240.00
Total Spots: 15

Total CPP: \$0.00
Total GRP:

Special Instructions	Order Level Comments
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Date/Time	Added by	Comment
10/14/18 7:44 PM	SHEPARD RITZEN	Separation: 30
10/09/18 10:45 AM	System	Notice Received.
10/09/18 10:44 AM	Donna Rodriguez	Voice airs 8-10pm (did you specifically want just the first hour?)
10/08/18 11:48 AM	SHEPARD RITZEN	Separation: 30

Competitive Information	
Market Budget:	\$16,450
KOB Share:	20%
Comment:	est share
Unknown:	80%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
Total	100%	15	\$6,240.00	0.0

Monthly Summary		
Month	Spots	Dollars
2018-Nov	15	\$6,240.00
Total	15	\$6,240.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot-
Revision	10/14/18 7:44 PM	SHEPARD RITZEN	Revised		
Makegood 1	10/9/18 10:44 AM	Donna Rodriguez	Confirmed		
Queued for Electronic Contracting	10/8/18 11:55 AM				
New	10/8/18 11:44 AM	SHEPARD RITZEN	Confirmed	15	

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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