

CONFIRMED



125 West 55th St
New York, NY 10019

KATZ TELEVISION
GROUP

Contract # 25249667
CPE: REENY/ORDR/C04C10
Agency: Smart Media Group
1427 LESLIE AVE
SUITE #102
ALEXANDRIA, VA
22301

Changes as of: 10/10/2016 at 5:51 PM
Flight: 10/4/16 - 10/10/16
Advertiser: REED, TOM
Product: ORDER
Agency Order #: 30046712
Buyer: Dome, Patricia

Version: Highlighting Revision 6
Station: WIVB
Market: Buffalo-Niagara Falls
Office: WASHINGTON
Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE

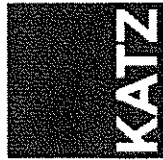
Total Spots: 54
Total CPP: \$67.32
Total GRP: 137.7
Traffic #: 907936

Separation:
Assistant: ANJELICA DAVI
212-408-3261

Salesperson: JENNA NUBAR
202-872-5880

Comments: ADDING 1X IN PRES DEBATE ON 10/9

#	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				
1	M-F 11a-12n		PRICE IS RIGHT	\$150.00	5.2	30	0	0	0	0	0	0	0	0	\$0.00	\$28.85	0.0
2	M-F 12n-12:30p		NEWS4 NOON	\$120.00	7.0	30	0	0	0	0	0	0	0	0	\$0.00	\$17.14	0.0
3	Su 10:30a-11:30a		FACE THE NATION	\$100.00	3.4	30	0	0	0	0	0	1	0	0	\$100.00	\$29.41	3.4
4	M-F 4:30a-4:59a		EARLY WAKE UP	\$15.00	1.3	30	1	0	1	1	0	0	0	1	\$60.00	\$11.54	5.2
5	M-F 5a-6a		EARLY WAKE UP	\$100.00	2.3	30	1	1	1	1	0	0	1	1	\$500.00	\$43.48	11.5
6	M-F 6a-7a		WAKE UP	\$195.00	3.3	30	1	1	1	0	0	0	1	1	\$780.00	\$59.09	13.2
REV-7	M-F 7a-9a		CBS THIS MORNING	\$75.00	2.1	30	1	1	1	0	1	0	0	1	\$300.00	\$35.71	8.4
1x on 10/6. Due to EOF will mg on next week's flight.																	
8	Sa 6a-8a		SATURDAY WEEKEND WAK	\$75.00	2.8	30	0	0	0	0	1	0	0	0	\$75.00	\$26.79	2.8
9	Sa 8a-10a		CBS THIS MORNING-SAT	\$100.00	2.4	30	0	0	0	0	1	0	0	0	\$100.00	\$41.67	2.4
10	Su 6a-8a		SUNDAY WEEKEND WAKE-	\$65.00	2.4	30	0	0	0	0	0	1	0	0	\$65.00	\$27.08	2.4
11	Su 9a-10:30a		CBS SUNDAY MORNING	\$225.00	5.4	30	0	0	0	0	0	0	0	0	\$0.00	\$41.67	0.0
12	M-F 5p-6p		NEWS 4 BUFFALO 5	\$200.00	5.4	30	1	0	0	0	0	0	0	0	\$200.00	\$37.04	5.4
13	M-F 6p-6:30p		NEWS 4 BUFFALO 6	\$400.00	7.3	30	0	1	0	1	0	0	0	0	\$800.00	\$54.79	14.6
14	M-F 6:30p-7p		CBS EVENING NEWS	\$450.00	6.4	30	0	1	0	0	0	0	0	0	\$450.00	\$70.31	6.4
15	Sa 6p-6:30p		NEWS 4 @6WEEKEND	\$120.00	5.0	30	0	0	0	0	0	0	0	0	\$0.00	\$24.00	0.0
16	M-W,F 11:35p-12:37a		THE LATE SHOW WITH S	\$75.00	1.7	30	1	1	0	0	0	0	1	1	\$225.00	\$44.12	5.1
17	Sa 1:35a-2:05a		INSIDE EDITION WKND	\$10.00	0.9	30	0	0	0	0	1	0	0	0	\$10.00	\$11.11	0.9
18	Sa 12:35a-1:35a		ELEMENTARY	\$15.00	1.1	30	0	0	0	0	1	0	0	0	\$15.00	\$13.64	1.1
19	Sa 11:35p-12:35a		ELEMENTARY	\$30.00	1.8	30	0	0	0	0	1	0	0	0	\$30.00	\$16.67	1.8
20	Su 12:35a-1:35a		ROOKIE BLUE	\$15.00	1.2	30	0	0	0	0	0	1	0	0	\$15.00	\$12.50	1.2



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CPE: REENY/ORDR/C04C10 **Flight:** 10/4/16 - 10/10/16 **Station:** WIVB
Agency: Smart Media Group **Advertiser:** REED, TOM **Market:** Buffalo-Niagara Falls
 1427 LESLIE AVE **Product:** ORDER **Office:** WASHINGTON
 SUITE #102 **Agency Order #:** 30046712 **Primary Demo:** Adults 35+
 ALEXANDRIA, VA **Buyer:** Dome, Patricia **Con Type:** POLITICAL/VOTE
 22301 **Salesperson:** JENNA NUBAR **Assistant:** ANJELICA DAVI
Total \$: \$9,270.00 **Total Spots:** 54 **Total CPP:** \$67.32 **Total GRP:** 137.7 **Traffic #:** 907936
Separation: 202-872-5880

#	Day/Time	DP	Program	A35P Rating	Rate	Len	10/4 - 10/10							Total Spots	Total \$	CPP	GRP
							10/4	10/5	10/6	10/7	10/8	10/9	10/10				
21	Su 11:35p-12:35a		BLUE BLOODS	2.3	\$25.00	30	0	0	0	0	0	1	0	1	\$25.00	\$10.87	2.3
22	M-W,F-Su 11p-11:35p		NEWS 4 BUFFALO 11 (D	5.8	\$240.00	30	1	1	0	0	0	0	1	3	\$720.00	\$41.38	17.4
23	Sa 11p-11:35p		NEWS 4 WEEKEND 11	5.6	\$200.00	30	0	0	0	0	1	0	0	1	\$200.00	\$35.71	5.6
24	Su 11p-11:35p		NEWS 4 WEEKEND 11	5.4	\$200.00	30	0	0	0	0	0	1	0	1	\$200.00	\$37.04	5.4
25	M-F 7p-7:30p		WHEEL OF FORTUNE	7.7	\$350.00	30	1	0	1	0	0	0	0	2	\$700.00	\$45.45	15.4
26	F 10p-11p		BLUE BLOODS-CBS	6.8	\$750.00	30	0	0	0	0	0	0	0	0	\$0.00	\$110.29	0.0
27	Su 4:25p-7:30p		BILLS/LA RAMS 10.9	25.0	\$8,500.00	30	0	0	0	0	0	0	0	0	\$0.00	\$340.00	0.0
28	M 10p-11p		SCORPION ADD 7.26	3.7	\$500.00	30	0	0	0	0	0	0	0	0	\$0.00	\$135.14	0.0
29	Tu 10p-11p		NCIS NO ADD 7.26	4.2	\$400.00	30	0	0	0	0	0	0	0	0	\$0.00	\$95.24	0.0
30	W 10p-11p		CODE BLK ADD 7.26	2.8	\$550.00	30	0	0	0	0	0	0	0	0	\$0.00	\$196.43	0.0
31	F 8p-9p		MACGYVER ADD 7.26	5.8	\$450.00	30	0	0	0	1	0	0	0	1	\$450.00	\$77.59	5.8
32	Su 7p-8p		60 MINUTES ADD 7.26	8.2	\$950.00	30	0	0	0	0	0	0	0	0	\$0.00	\$115.85	0.0
33	Su 9p-11p		Presidential Debate	0.0	\$650.00	30	0	0	0	0	0	1	0	1	\$650.00	\$0.00	0.0
34	M-F 12n-12:30p		news	0.0	\$225.00	30	0	1	1	1	0	0	0	3	\$675.00	\$0.00	0.0
35	M-F 4p-5p		news	0.0	\$125.00	30	0	1	2	1	0	0	1	5	\$625.00	\$0.00	0.0
36	Su 9a-10:30a		CBS Sun morning	0.0	\$400.00	30	0	0	0	0	0	1	0	1	\$400.00	\$0.00	0.0
37	M 11a-12n		Price is right	0.0	\$350.00	30	0	0	0	0	0	0	1	1	\$350.00	\$0.00	0.0
38	M 7p-7:30p		Jeopardy	0.0	\$500.00	30	0	0	0	0	0	0	1	1	\$500.00	\$0.00	0.0
39	F 9a-10a		Rachel ray	0.0	\$50.00	30	0	0	0	0	1	0	0	1	\$50.00	\$0.00	0.0
TOTALS:							8	9	7	8	6	7	9	54	\$9,270.00	\$67.32	137.7



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Agency: Smart Media Group Advertiser: REED, TOM Market: Buffalo-Niagara Falls
1427 LESLIE AVE Product: ORDER
SUITE #102 Agency Order #: 30046712 Primary Demo: Adults 35+
ALEXANDRIA, VA Buyer: Dome, Patricia Con Type: POLITICAL/VOTE
22301 Salesperson: JENNA NUBAR Assistant: ANJELICA DAVI
202-872-5880 212-408-3261
Total Spots: 54
Total CPP: \$67.32
Total GRP: 137.7
Traffic #: 907936
Separation:

Special Instructions	

Order Level Comments		
Date/Time	Added by	Comment
10/03/16 12:43 PM	ANJELICA DAVI	ADDING 1X IN PRES DEBATE ON 10/9
09/19/16 5:26 PM	JENNA NUBAR	ADDING 1X IN PRES DEBATE ON 10/9
09/19/16 4:17 PM	System	Notice Received.
09/19/16 9:24 AM	GOTOSTRATA\inubar	REED FOR CONGRESS NY-23 - revised points reduced across the entire market do no double book CONFIRM RECEIPT
08/04/16 8:32 AM	System	Notice Received.
07/29/16 10:41 AM	GOTOSTRATA\113651	REED FOR CONGRESS NY-23 CONFIRM RECEIPT Payment & NAB will be sent prior to start CONFIRM RECEIPT
07/25/16 4:43 PM	System	Notice Received.
07/20/16 12:42 PM	CAROLYN ALLAIRE	REED FOR CONGRESS NY-23 CONFIRM RECEIPT Payment & NAB will be sent prior to start CONFIRM RECEIPT

Competitive Information	
Market Budget: \$44,397	
WIVB Share: 39%	
Comment:	
Competitive Unknown	

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	54	\$9,270.00	137.7
Total		54	\$9,270.00	137.7

Monthly Summary		
Month	Spots	Dollars
2016-Oct	54	\$9,270.00
Total	54	\$9,270.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	10/10/16 5:51 PM	JENNA NUBAR	Revised		1	\$-75.00
Revision	10/5/16 8:54 AM	ANJELICA DAVI	Confirmed		1	\$0
Revision	10/3/16 12:43 PM	ANJELICA DAVI	Confirmed	2		\$695.00
Revision	9/19/16 5:26 PM	JENNA NUBAR	Confirmed	1		\$650.00
Revision	9/19/16 9:24 AM	GOTOSTRATA\inubar	Confirmed		6	\$-11,650.00

Changes: Total Spots from 55 to 54, Calculated Dollars from \$9,345.00 to \$9,270.00, Total GRPs from 139.8 to 137.7, Total CPP from \$66.85 to \$67.32, User Entered \$ from \$9,345.00 to \$9,270.00, Total \$ from \$9,345.00 to \$9,270.00, 1 buyline added or modified.

Changes: Total Spots from 56 to 55, Total GRPs from 163.5 to 139.8, Total CPP from \$57.16 to \$66.85, 6 buylines added or modified.

Changes: Total Spots from 54 to 56, Calculated Dollars from \$8,650.00 to \$9,345.00, Total GRPs from 205.3 to 163.5, Total CPP from \$42.13 to \$57.16, User Entered \$ from \$8,650.00 to \$9,345.00, Total \$ from \$8,650.00 to \$9,345.00, 7 buylines added or modified.

Changes: Comments from REED FOR CONGRESS NY-23 - revised points reduced across the entire market do no double book CONFIRM RECEIPT to ADDING 1X IN PRES DEBATE ON 10/9, Total Spots from 53 to 54, Calculated Dollars from \$8,000.00 to \$8,650.00, Total CPP from \$38.97 to \$42.13, User Entered \$ from \$0.00 to \$8,650.00, Total \$ from \$8,000.00 to \$8,650.00, 1 buyline added or modified.

Changes: Comments from REED FOR CONGRESS NY-23 REVISED DO NOT DOUBLE BOOK CONFIRM RECEIPT ELECTRONICALLY ADD NOTED IN PROGRAM NAME: DO NOT DOUBLE BOOK & CONFIRM RECEIPT, NOON CUTOFF ON 11/8 to REED FOR CONGRESS NY-23 - revised points reduced across the entire market do no double book CONFIRM RECEIPT, Total \$ from \$19,650.00 to \$8,000.00, Total GRPs from 256.0 to 205.3, Total GIMPs to 0, Total Spots from 59 to 53, Total CPP from \$76.76 to \$38.97, 6 buylines added or modified.



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Agency: Smart Media Group **Advertiser:** REED, TOM **Market:** Buffalo-Niagara Falls **Total Spots:** 54

1427 LESLIE AVE **Product:** ORDER **Office:** WASHINGTON **Total CPP:** \$67.32

SUITE #102 **Agency Order #:** 30046712 **Primary Demo:** Adults 35+ **Total GRP:** 137.7

ALEXANDRIA, VA **Buyer:** Dome, Patricia **Con Type:** POLITICAL/VOTE **Traffic #:** 907936

22301 **Salesperson:** JENNA NUBAR **Assistant:** ANJELICA DAVI **Separation:**

202-872-5880 **212-408-3261**

Transaction History						
Trans	Created/Received	Created by	Status	Spot#	Spot	Contract \$
Revision	7/29/16 10:41 AM	GOTOSTRATA1113851	Confirmed	5		\$2,850.00
Queued for Electronic Contracting	7/20/16 1:27 PM					\$0
New	7/20/16 12:41 PM	CAROLYN ALLAIRE	Confirmed	54		\$16,800.00

Changes: Comments from REED FOR CONGRESS NY-23 CONFIRM RECEIPT Payment & NAB will be sent prior to start CONFIRM RECEIPT to REED FOR CONGRESS NY-23 REVISED DO NOT DOUBLE BOOK CONFIRM RECEIPT ELECTRONICALLY ADD NOTED IN PROGRAM NAME: DO NOT DOUBLE BOOK & CONFIRM RECEIPT. NOON CUTOFF ON 11/8, Total \$ from \$16,800.00 to \$19,650.00, Total GRPs from 234.2 to 256.0, Total Spots from 54 to 59, Total CPP from \$73.93 to \$76.76. 5 buylines added or modified.

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.