



CONFIRMED

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25249669

CPE: REENY/ORDR/C11C17

Agency: Smart Media Group
1427 LESLIE AVE
SUITE #102
ALEXANDRIA, VA
22301

Agency Order #: 30046717
Buyer: Dome, Patricia

Salesperson: JENNA NUBAR
202-872-5880

Changes as of: 10/10/2016 at 5:57 PM

Flight: 10/11/16 - 10/17/16

Advertiser: REED, TOM
Product: Read/C/R

Agency Order #: 30046717

Buyer: Dome, Patricia

Salesperson: JENNA NUBAR

202-872-5880

Comments: adding \$75 from spot na on 10/4 flight.

Version: Highlighting Revision 4

Station: WIVB

Market: Buffalo-Niagara Falls
Office: WASHINGTON

Primary Demo: Adults 35+

Con Type: POLITICAL/VOTE

Assistant: ANJELICA DAVI

212-408-3261

Total Spots: 54

Total CPP: \$65.05

Total GRP: 189.4

Traffic #: 907947

Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/11 - 10/17							Total Spots	Total \$	CPP	GRP
							10/11	10/12	10/13	10/14	10/15	10/16	10/17				
1	M-F 11a-12n		PRICE IS RIGHT	\$150.00	5.2	30	0	0	0	0	0	0	1	1	\$150.00	\$28.85	5.2
2	M-F 12n-12:30p		NEWS4 NOON	\$120.00	7.0	30	0	0	0	0	0	0	1	1	\$120.00	\$17.14	7.0
3	Su 10:30a-11:30a		FACE THE NATION	\$100.00	3.4	30	0	0	0	0	0	0	0	1	\$100.00	\$29.41	3.4
REV-4	M-F 4:30a-4:59a		EARLY WAKE UP	\$15.00	1.3	30	1	0	1	1	0	0	1	3	\$45.00	\$11.54	3.9
5	M-F 5a-6a		EARLY WAKE UP	\$100.00	2.3	30	1	1	1	1	0	0	1	5	\$500.00	\$43.48	11.5
6	M-F 6a-7a		WAKE UP	\$195.00	3.3	30	0	0	0	0	0	0	0	0	\$0.00	\$59.09	0.0
7	M-F 7a-9a		CBS THIS MORNING	\$75.00	2.1	30	1	1	1	1	0	0	1	5	\$375.00	\$35.71	10.5
8	Sa 6a-8a		SATURDAY WEEKEND WAK	\$75.00	2.8	30	0	0	0	0	1	0	0	1	\$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	1	\$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	1	\$65.00	\$27.08	2.4
11	Su 9a-10:30a		CBS SUNDAY MORNING	\$225.00	5.4	30	0	0	0	0	0	1	0	1	\$225.00	\$41.67	5.4
REV-12	M-F 5p-6p		NEWS 4 BUFFALO 5	\$200.00	5.4	30	1	1	0	0	0	0	0	1	\$200.00	\$37.04	5.4
13	M-F 6p-6:30p		NEWS 4 BUFFALO 6	\$400.00	7.3	30	1	1	0	0	0	0	1	3	\$1,200.00	\$54.79	21.9
14	M-F 6:30p-7p		CBS EVENING NEWS	\$450.00	6.4	30	0	0	0	0	0	0	0	0	\$0.00	\$70.31	0.0
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	0	2	\$150.00	\$44.12	3.4
17	Sa 1:35a-2:05a		INSIDE EDITION WKND	\$10.00	0.9	30	0	0	0	0	1	0	0	1	\$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	1	\$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	1	\$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	1	\$15.00	\$12.50	1.2
21	Su 11:35p-12:35a		BLUE BLOODS	\$25.00	2.3	30	0	0	0	0	0	1	0	1	\$25.00	\$10.87	2.3



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Advertiser: REED, TOM
Product: Reed/C/R
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Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
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							10/11	10/12	10/13	10/14	10/15	10/16	10/17					
22	M-W,F-Su 11p-11:35p		NEWS 4 BUFFALO 11 (D	\$240.00	5.8	30	1	1	0	0	0	0	0	2	\$480.00	\$41.38	11.6	
23	Sa 11p-11:35p		NEWS 4 WEEKEND 11	\$200.00	5.6	30	0	0	0	0	1	0	0	1	\$200.00	\$35.71	5.6	
24	Su 11p-11:35p		NEWS 4 WEEKEND 11	\$200.00	5.4	30	0	0	0	0	0	1	0	1	\$200.00	\$37.04	5.4	
25	M-F 7p-7:30p		WHEEL OF FORTUNE	\$350.00	7.7	30	0	0	1	0	0	0	1	2	\$700.00	\$45.45	15.4	
26	Tu 8p-9p		NCIS-CBS	\$850.00	12.5	30	0	0	0	0	0	0	0	0	\$0.00	\$68.00	0.0	
27	Su 1p-4:30p		JETS/RAVIENS 10.16	\$2,250.00	12.0	30	0	0	0	0	0	1	0	1	\$2,250.00	\$187.50	12.0	
28	Su 1p-4:30p		JETS/RAVENS ADD 7.26	\$2,250.00	12.0	30	0	0	0	0	0	1	0	1	\$2,250.00	\$187.50	12.0	
29	M 10p-11p		SCORPION ADD 7.26	\$500.00	3.7	30	0	0	0	0	0	0	0	0	\$0.00	\$135.14	0.0	
30	W 10p-11p		CODE BLK ADD 7.26	\$550.00	2.8	30	0	1	0	0	0	0	0	1	\$550.00	\$196.43	2.8	
31	F 8p-9p		MACGYVER ADD 7.26	\$450.00	5.8	30	0	0	0	0	0	0	0	0	\$0.00	\$77.59	0.0	
32	Su 7p-8p		60 MINUTES ADD 7.26	\$950.00	8.2	30	0	0	0	0	0	0	0	0	\$0.00	\$115.85	0.0	
33	M-F 12n-12:30p		NEWS4 NOON	\$225.00	7.0	30	1	0	1	0	0	0	0	2	\$450.00	\$32.14	14.0	
34	M-F 11a-12n		PRICE IS RIGHT	\$350.00	5.2	30	0	1	0	1	0	0	0	2	\$700.00	\$67.31	10.4	
REV- 35	M-F 5p-6p		NEWS 4 BUFFALO 5	\$350.00	5.4	30	0	0	1	0	0	0	0	0	\$0.00	\$64.81	0.0	
36	M-F 7p-7:30p		WHEEL OF FORTUNE	\$500.00	7.7	30	1	0	0	0	0	0	0	1	\$500.00	\$64.94	7.7	
REV+ 37	Sa 8a-10a		CBS Sat Morning	\$175.00	0.0	30	0	0	0	0	0	0	0	1	\$175.00	\$0.00	0.0	
REV+ 38	Su 6a-8a		News	\$125.00	0.0	30	0	0	0	0	0	0	0	1	\$125.00	\$0.00	0.0	
REV+ 39	M-F 4a-4:30a		News	\$10.00	0.0	30	0	0	0	1	0	0	0	4	\$40.00	\$0.00	0.0	
REV+ 40	M-F 4p-5p		News	\$125.00	0.0	30	0	0	0	0	0	0	0	2	\$250.00	\$0.00	0.0	
REV+ 41	M-F 4:30a-5a		News	\$50.00	0.0	30	0	0	0	0	0	0	0	1	\$50.00	\$0.00	0.0	
TOTALS:							8	10	7	5	7	9	8	54	\$12,320.00	\$65.05	189.4	



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CPE: REENY/ORDR/C11C17 Flight: 10/11/16 - 10/17/16 Station: WJVB
Agency: Smart Media Group Advertiser: REED, TOM Market: Buffalo-Niagara Falls
1427 LESLIE AVE Product: Reed/C/R Office: WASHINGTON
SUITE #102 Agency Order #: 30046717 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: \$65.05
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Special Instructions

Order Level Comments		
Date/Time	Added by	Comment
10/10/16 5:57 PM	JENNA NUBAR	adding \$75 from spot na on 10/4 flight.
10/04/16 7:55 PM	JENNA NUBAR	adding \$5 to clear spots NA on LNS 1,2,12,25
09/19/16 4:17 PM	System	Notice Received.
09/19/16 9:25 AM	GOTOSTRATA\jubar	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\113851	REED FOR CONGRESS NY-23 CONFIRM RECEIPT Payment & NAB will be sent prior to start CONFIRM RECEIPT
07/25/16 4:31 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	
WJVB Share: 39%	
Comment:	
Competitive Unknown	

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	54	\$12,320.00	189.4
Total	100%	54	\$12,320.00	189.4

Monthly Summary		
Month	Spots	Dollars
2016-Oct	54	\$12,320.00
Total	54	\$12,320.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	10/10/16 5:57 PM	JENNA NUBAR	Revised	6		\$75.00
Revision	10/4/16 7:55 PM	JENNA NUBAR	Confirmed		1	\$790.00
Revision	9/19/16 9:25 AM	GOTOSTRATA\jubar	Confirmed	2	10	\$-3,580.00

Changes: Comments from adding \$5 to clear spots NA on LNS 1,2,12,25 to adding \$75 from spot na on 10/4 flight. Total Spots from 48 to 54. Calculated Dollars from \$12,245.00 to \$12,320.00. Total CPP from \$60.77 to \$65.05. Total GRPs from 201.5 to 189.4. User Entered \$ from \$12,245.00 to \$12,320.00. Total \$ from \$12,245.00 to \$12,320.00. 8 buylines added or modified.

Changes: Product from ORDER to Reed/C/R. Total Spots from 49 to 48. Calculated Dollars from \$11,455.00 to \$12,245.00. Total GRPs from 206.5 to 201.5. Total CPP from \$55.47 to \$60.77. Comments from REED FOR CONGRESS NY-23 - revised points reduced across the entire market do no double book CONFIRM RECEIPT to adding \$5 to clear spots NA on LNS 1,2,12,25. User Entered \$ from \$0.00 to \$12,245.00. Total \$ from \$11,455.00 to \$12,245.00. 9 buylines 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 \$15,035.00 to \$11,455.00. Total GRPs from 249.0 to 206.5. Total GIMPs to 0. Total Spots from 57 to 49. Total CPP from \$60.38 to \$55.47. 7 buylines added or modified.



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Total CPP: \$65.05
Total GRP: 189.4
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Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	7/29/16 10:41 AM	GOTOSTRATA1113851	Confirmed	5		\$4,700.00
Queued for Electronic Contracting	7/20/16 1:28 PM					\$0
New	7/20/16 12:41 PM	CAROLYN ALLAIRE	Confirmed	52		\$10,335.00
						\$0
						\$10,335.00

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 \$10,335.00 to \$15,035.00, Total GRPs from 206.9 to 249.0, Total Spots from 52 to 57, Total CPP from \$48.33 to \$60.38. 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.