



125 West 55th St
New York, NY 10019

Contract # 26133969	Changes as of: 10/9/2018 at 9:22 AM	Version: Current State Version 4
CPE: 378/449/6959	Flight: 10/9/18 - 10/15/18	Station: WKEF
Agency: GMMB	Advertiser: Cordray for Ohio - Gov	Market: Dayton
3050 K ST NW WASHINGTON DC 20007	Product: General	Office: PHILADELPHIA
	Agency Order #: 7645239	Service: Nielsen
	Buyer: Keane, Julie	Primary Demo:
	Salesperson: FRAN BROWN 215-563-5400	Assistant: FRAN BROWN 215-563-5400
	Separation:	Con Type: POLITICAL/VOTE
		Total \$: \$4,000.00
		Total Spots: 31
		Total CPP: \$0.00
		Total GRP:
		Traffic #: 3468187

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	Len	10/9 - 10/9		Total Spots	Total \$	CPP*	GRP*
						10/9					
1	Tu-F,M 6a-6:30a		FOX 45 News in the Morning on ABC	\$45.00	30	1		1	\$45.00	\$0.00	0.0
2	Tu-F,M 6:30a-7a		FOX 45 News in the Morning on ABC	\$45.00	30	2		2	\$90.00	\$0.00	0.0
3	Tu-F,M 7a-8a		Good Morning America	\$70.00	30	2		2	\$140.00	\$0.00	0.0
4	Tu-F,M 7a-9a		Good Morning America	\$70.00	30	2		2	\$140.00	\$0.00	0.0
5	Tu-F,M 9a-10a		Family Feud / Funny You Should Ask	\$35.00	30	2		2	\$70.00	\$0.00	0.0
6	Su 10:30a-11:30a		ABC This Week	\$35.00	30	1		1	\$35.00	\$0.00	0.0
7	Tu-F,M 5p-6p		Judge Judy	\$60.00	30	3		3	\$180.00	\$0.00	0.0
8	Tu-F,M 6p-6:30p		FOX 45 News At Six on ABC	\$85.00	30	2		2	\$170.00	\$0.00	0.0
9	Sa 6p-6:30p		FOX 45 News on ABC	\$85.00	30	0		0	\$0.00	\$0.00	0.0
10	Su 6p-6:30p		FOX 45 News on ABC	\$85.00	30	0		0	\$0.00	\$0.00	0.0
11	Tu-F,M 7p-7:30p		Family Feud	\$215.00	30	2		2	\$430.00	\$0.00	0.0
12	Tu-F,M 7:30p-8p		Family Feud	\$255.00	30	2		2	\$510.00	\$0.00	0.0
13	Sa 7p-8p		Judge Judy	\$45.00	30	0		0	\$0.00	\$0.00	0.0
14	Tu-F,M 11p-11:35p		FOX 45 News At Eleven on ABC	\$105.00	30	0		0	\$0.00	\$0.00	0.0
15	Sa 11p-11:30p		FOX 45 News on ABC	\$105.00	30	0		0	\$0.00	\$0.00	0.0
16	Su 11p-11:35p		FOX 45 News on ABC	\$105.00	30	0		0	\$0.00	\$0.00	0.0
17	Tu-F,M 11:35p-12:36a		Jimmy Kimmel	\$35.00	30	0		0	\$0.00	\$0.00	0.0
18	Tu-F,M 12:36a-1:06a		Nightline	\$15.00	30	0		0	\$0.00	\$0.00	0.0
19	M 8p-10p		Dancing With the Stars-ABC	\$425.00	30	0		0	\$0.00	\$0.00	0.0
20	Th 9p-10p		Station 19-ABC	\$600.00	30	1		1	\$600.00	\$0.00	0.0



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Buyer: Keane, Julie	Primary Demo:	Total GRP:
Salesperson: FRAN BROWN	Assistant: FRAN BROWN	Traffic #: 3468187
215-563-5400	215-563-5400	
Separation:		

#	Day/Time	DP	Program	Rate	Len	10/9 - 10/9		Total Spots	Total \$	CPP*	GRP*
						10/9					
21	Su 7p-8p		America's Funniest Home Videos-ABC	\$385.00	30	1		1	\$385.00	\$0.00	0.0
22	Tu-F,M 11p-11:35p		FOX 45 News At Eleven on ABC	\$90.00	30	2		2	\$180.00	\$0.00	0.0
23	Sa 11p-11:30p		FOX 45 News on ABC	\$90.00	30	1		1	\$90.00	\$0.00	0.0
24	Su 11p-11:35p		FOX 45 News on ABC	\$90.00	30	0		0	\$0.00	\$0.00	0.0
25	Tu-F,M 11:35p-12:36a		Jimmy Kimmel	\$40.00	30	2		2	\$80.00	\$0.00	0.0
26	Tu-F,M 12:36a-1:06a		Nightline	\$40.00	30	2		2	\$80.00	\$0.00	0.0
27	M 8p-10p		Dancing With the Stars-ABC	\$600.00	30	1		1	\$600.00	\$0.00	0.0
28	Tu-F,M 6p-6:30p		FOX 45 News At Six on ABC	\$85.00	30	1		1	\$85.00	\$0.00	0.0
29	M,W-F 11p-11:35p		FOX 45 News At Eleven on ABC	\$90.00	30	1		1	\$90.00	\$0.00	0.0
TOTALS:						31		31	\$4,000.00	\$0.00	0.0



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Salesperson: FRAN BROWN	Assistant: FRAN BROWN	Total Spots: 31
215-563-5400	215-563-5400	Total CPP: \$0.00
Separation:		Total GRP:
		Traffic #: 3468187

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/08/18 5:46 PM	Heather Starrett	PLS SEE LN 24 FOR N/A AND MG OFFER PLS ADV THANK YOU
10/01/18 1:12 PM	Heather Starrett	PLS SEE LN 9 FOR N/A AND MG OFFER D/T COLLEGE FOOTBALL PLS ADV THANK YOU
09/18/18 12:48 PM	Heather Starrett	PLS SEE LNS 14-19 FOR RATE CORRECTIONS PLS SEE LN10 AND 13 FOR CXLS PLS SEE LN 1 FOR REVISION NCIT PLS ADV THANK YOU
08/23/18 2:31 PM	System	Notice Received.
08/21/18 1:10 PM	FRAN BROWN	Separation: 30

Competitive Information	
Market Budget:	\$23,529
WKEF Share:	17%
Comment:	estimated
WBDT:	3%
WDTN:	25%
WHIO:	45%
WRGT:	10%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	31	\$4,000.00	N/A	0.0
Total	100%	31	\$4,000.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2018-Oct	31	\$4,000.00
Total	31	\$4,000.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 3	10/8/18 5:46 PM	Heather Starrett	Confirmed	1	1	\$0	\$4,000.00	Changes: 2 buylines added or modified.
Makegood 2	10/1/18 1:12 PM	Heather Starrett	Confirmed	1	1	\$0	\$4,000.00	Changes: 2 buylines added or modified.
Makegood 1	9/18/18 12:48 PM	Heather Starrett	Confirmed	9	12	\$0	\$4,000.00	Changes: Total Spots from 34 to 31. 15 buylines added or modified.
Queued for Electronic Contracting	8/23/18 9:41 AM					\$0	\$0	
New	8/21/18 1:10 PM	FRAN BROWN	Confirmed	34		\$4,000.00	\$4,000.00	

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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