



125 West 55th St
New York, NY 10019

Contract # 26133967

CPE: 378/449/6958

Agency: GMMB

3050 K ST NW
WASHINGTON DC
20007

Changes as of: 8/23/2018 at 2:31 PM

Flight: 10/2/18 - 10/8/18

Advertiser: Cordray for Ohio - Gov

Product: General

Version: Current State Version 1

Station: WKEF

Market: Dayton

Office: PHILADELPHIA

Con Type: POLITICAL/VOTE

Total \$: \$4,000.00

Total Spots: 34

Agency Order #: 7645198

Buyer: Keane, Julie

Salesperson: FRAN BROWN
215-563-5400

Service: Nielsen

Primary Demo:

Assistant: FRAN BROWN
215-563-5400

Total CPP: \$0.00

Total GRP:

Traffic #: 3468152

Separation:

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	Len	10/2 - 10/2		Total Spots	Total \$	CPP*	GRP*
						10/2					
1	Tu-F,M 6a-6:30a		FOX 45 News in the Morning on ABC	\$45.00	30	2		2	\$90.00	\$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	1		1	\$85.00	\$0.00	0.0
10	Su 6p-6:30p		FOX 45 News on ABC	\$85.00	30	1		1	\$85.00	\$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	1		1	\$45.00	\$0.00	0.0
14	Tu-F,M 11p-11:35p		FOX 45 News At Eleven on ABC	\$105.00	30	2		2	\$210.00	\$0.00	0.0
15	Sa 11p-11:30p		FOX 45 News on ABC	\$105.00	30	1		1	\$105.00	\$0.00	0.0
16	Su 11p-11:35p		FOX 45 News on ABC	\$105.00	30	1		1	\$105.00	\$0.00	0.0
17	Tu-F,M 11:35p-12:36a		Jimmy Kimmel	\$35.00	30	2		2	\$70.00	\$0.00	0.0
18	Tu-F,M 12:36a-1:06a		Nightline	\$15.00	30	2		2	\$30.00	\$0.00	0.0
19	M 8p-10p		Dancing With the Stars-ABC	\$425.00	30	1		1	\$425.00	\$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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Agency: GMMB	Advertiser: Cordray for Ohio - Gov	Market: Dayton	Total \$: \$4,000.00
3050 K ST NW WASHINGTON DC 20007	Product: General	Office: PHILADELPHIA	Total Spots: 34
Agency Order #: 7645198	Service: Nielsen	Total CPP: \$0.00	
Buyer: Keane, Julie	Primary Demo:	Total GRP:	
Salesperson: FRAN BROWN	Assistant: FRAN BROWN	Traffic #: 3468152	
215-563-5400	215-563-5400		
Separation:			

#	Day/Time	DP	Program	Rate	Len	10/2 - 10/2		Total Spots	Total \$	CPP*	GRP*
						10/2					
21	Su 7p-8p		America's Funniest Home Videos-ABC	\$385.00	30	1		1	\$385.00	\$0.00	0.0
TOTALS: 34								34	\$4,000.00	\$0.00	0.0



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215-563-5400	215-563-5400	
Separation:		

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
08/23/18 2:31 PM	System	Notice Received.
08/21/18 1:07 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%	34	\$4,000.00	N/A	0.0
Total	100%	34	\$4,000.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2018-Oct	34	\$4,000.00
Total	34	\$4,000.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	8/23/18 9:41 AM					\$0	\$0	
New	8/21/18 1:07 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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