



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 28396054	<b>Changes as of:</b> 5/14/2024 at 1:19 PM	<b>Version:</b> Highlighting Makegood 2	<b>Status:</b> Sent To Rep
<b>CPE:</b> 615/830/5308	<b>Flight:</b> 5/1/24 - 5/14/24	<b>Station:</b> WXOW	<b>Con Type:</b> POLITICAL/VOTE
<b>Agency:</b> FLEXPOINT MEDIA	<b>Advertiser:</b> ERIC HOVDE- WI SENATE	<b>Market:</b> La Crosse	<b>Total \$:</b> \$1,750.00
PO Box 1051	<b>Product:</b> WI-SEN	<b>Office:</b> WASHINGTON	<b>Total Spots:</b> 11
New Albany, OH 43054	<b>Agency Order #:</b> 13398452	<b>Service:</b> Nielsen	<b>Total CPP:</b> \$0.00
	<b>Buyer:</b> McCrady, Kevin	<b>Primary Demo:</b>	<b>Total GRP:</b>
	<b>Salesperson:</b> SHEPARD RITZEN 215-567-7950	<b>Assistant:</b> SHEPARD RITZEN 215-567-7950	<b>Traffic #:</b> 63920

**Separation:**

**Comments:** Separation: 30;PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	Len	5/1 - 5/8		Total Spots	Total \$	CPP*	GRP*
						5/1	5/8				
1	W-F,M-Tu 4:30a-5a		Daybreak	\$40.00	30	0	0	0	\$0.00	\$0.00	0.0
1313601 Index: 98											
2	W-F,M-Tu 5a-6a		Daybreak	\$70.00	30	1	1	2	\$140.00	\$0.00	0.0
1313601 Index: 98											
3	W-F,M-Tu 10:35p-11:37p		Jimmy Kimmel Live-ABC	\$75.00	30	1	1	2	\$150.00	\$0.00	0.0
1313601 Index: 97											
4	Th 7p-8p		9-1-1-ABC	\$450.00	30	1	1	2	\$900.00	\$0.00	0.0
1313601 Index: 102											
5	Sa 7a-8a		Good Morning America	\$160.00	30	1	1	2	\$320.00	\$0.00	0.0
1313601 Index: 95											
CR 6	Su 7a-8a		Good Morning America	\$160.00	30	1	0	1	\$160.00	\$0.00	0.0
1313601 Index: 95											
7	M-F 9a-10a		Kelley & Mark	\$40.00	30	1	1	2	\$80.00	\$0.00	0.0
1313601 Index: 98											
<b>TOTALS:</b>						<b>5</b>	<b>6</b>	<b>11</b>	<b>\$1,750.00</b>	<b>\$0.00</b>	<b>0.0</b>



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	215-567-7950	215-567-7950	
	<b>Separation:</b>		

<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
05/14/24 1:19 PM	Renee Zeller	Spot missed due to Technical Diff.....can we mkgd on sked (#5399 5/15-5/19)
04/30/24 8:10 AM	SHEPARD RITZEN	approved!
04/30/24 0:17 AM	Renee Zeller	Shepard see n/a due to PGM not airing and ABC's America This AM now airing and there are no local breaks in the show. If Kelley isn't an acceptable MKGD we could offer GMA 3 12-1p. Just let me know! Thanks...REnee
04/29/24 2:19 PM	System	Notice Received.
04/29/24 1:21 PM	SHEPARD RITZEN	Separation: 30;PopulationBuyType: CPP

Competitive Information	
<b>Market Budget:</b>	\$7,640
<b>WXOW Share:</b>	25%
<b>Comment:</b>	ests hare
<b>Unknown:</b>	75%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	11	\$1,750.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>11</b>	<b>\$1,750.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2024-May	11	\$1,750.00
<b>Total</b>	<b>11</b>	<b>\$1,750.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 2	5/14/24 1:19 PM	Renee Zeller	Sent_To_Rep		1	\$-160.00	\$1,750.00	Changes: Total \$ from \$1,910.00 to \$1,750.00, Total Spots from 12 to 11. 1 buyline added or modified.
Makegood 1	4/30/24 0:17 AM	Renee Zeller	Confirmed	2	2	\$0	\$1,910.00	Changes: 2 buylines added or modified.
Queued for Electronic Contracting	4/29/24 1:25 PM					\$0	\$0	
New	4/29/24 1:21 PM	SHEPARD RITZEN	Confirmed	12		\$1,910.00	\$1,910.00	

<b>Non-Discrimination Policy</b>	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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