



125 West 55th St
New York, NY 10019

Contract # 28396054	Changes as of: 4/30/2024 at 12:14 PM	Version: Current State Version 2
CPE: 615/830/5308	Flight: 5/1/24 - 5/14/24	Station: WXOW
Agency: FLEXPOINT MEDIA	Advertiser: ERIC HOVDE- WI SENATE	Market: La Crosse
PO Box 1051	Product: WI-SEN	Office: WASHINGTON
New Albany, OH 43054	Agency Order #: 13398452	Service: Nielsen
	Buyer: McCrady, Kevin	Primary Demo:
	Salesperson: SHEPARD RITZEN 215-567-7950	Assistant: SHEPARD RITZEN 215-567-7950
	Separation:	Total Spots: 12
Comments: Separation: 30;PopulationBuyType: CPP		Total CPP: \$0.00
		Total GRP:
		Traffic #: 63920
		Con Type: POLITICAL/VOTE
		Total \$: \$1,910.00

#	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											
6	Su 7a-8a		Good Morning America	\$160.00	30	1	1	2	\$320.00	\$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											
TOTALS:						6	6	12	\$1,910.00	\$0.00	0.0



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	215-567-7950	215-567-7950
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		Total CPP: \$0.00
		Total GRP:
		Traffic #: 63920

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
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	
Market Budget:	\$7,640
WXOW Share:	25%
Comment:	ests hare
Unknown:	75%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	12	\$1,910.00	N/A	0.0
Total	100%	12	\$1,910.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2024-May	12	\$1,910.00
Total	12	\$1,910.00

Transaction History									
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment	
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		

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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