



125 West 55th St
New York, NY 10019

Contract # 28401103	Changes as of: 5/15/2024 at 4:36 PM	Version: Current State Version 1
CPE: 615/830/5399	Flight: 5/15/24 - 5/21/24	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 #: 13430091	Service: Nielsen
	Buyer: McCrady, Kevin	Primary Demo: Adults 35+
	Salesperson: SHEPARD RITZEN	Assistant: SHEPARD RITZEN
	215-567-7950	215-567-7950

Con Type: POLITICAL/VOTE
Total \$: \$1,115.00

Total Spots: 8
Total CPP: \$0.00
Total GRP:
Traffic #: 64300

Separation:

Comments: manual order replacing locked/cancelled order #28400366. This makes good the 430a spot into Sa-Su 5-6a & adds an extra \$160 spot into Su 7-8a from previous order missed spot.

#	Day/Time	DP	Program	Rate	A35P Rating	Len	5/15 - 5/21							Total Spots	Total \$	CPP*	GRP*
							5/15	5/16	5/17	5/18	5/19	5/20	5/21				
10	Th 7p-8p		911	\$450.00	0.0	30	0	1	0	0	0	0	0	1	\$450.00	\$0.00	0.0
11	M-F 10:35p-11:37p		Kimmel	\$75.00	0.0	30	0	0	1	0	0	0	0	1	\$75.00	\$0.00	0.0
12	Sa 7a-8a		GMA	\$160.00	0.0	30	0	0	0	1	0	0	0	1	\$160.00	\$0.00	0.0
13	Su 7a-8a		GMA	\$160.00	0.0	30	0	0	0	0	2	0	0	2	\$320.00	\$0.00	0.0
14	M-F 5a-6a		Daybreak	\$70.00	0.0	30	1	0	0	0	0	0	0	1	\$70.00	\$0.00	0.0
15	Sa 5a-6a		This Week Ag	\$15.00	0.0	30	0	0	0	1	0	0	0	1	\$15.00	\$0.00	0.0
16	Su 5:30a-6a		Upfront	\$25.00	0.0	30	0	0	0	0	1	0	0	1	\$25.00	\$0.00	0.0
TOTALS:							1	1	1	2	3	0	0	8	\$1,115.00	\$0.00	0.0



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
05/15/24 4:35 PM	SHEPARD RITZEN	manual order replacing locked/cancelled order #28400366. This makes good the 430a spot into Sa-Su 5-6a & adds an extra \$160 spot into Su 7-8a from previous order missed spot.

Competitive Information	
Market Budget:	\$3,982
WXOW Share:	28%
Comment:	ests hare
Unknown:	72%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	8	\$1,115.00	N/A	0.0
Total	100%	8	\$1,115.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2024-May	8	\$1,115.00
Total	8	\$1,115.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	5/15/24 4:35 PM	SHEPARD RITZEN	Confirmed	8		\$1,115.00	\$1,115.00	

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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