



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 28394132	<b>Changes as of:</b> 4/22/2024 at 4:11 PM	<b>Version:</b> Highlighting Revision 1
<b>CPE:</b> 615/830/5241	<b>Flight:</b> 4/24/24 - 4/30/24	<b>Station:</b> WXOW
<b>Agency:</b> FLEXPPOINT MEDIA	<b>Advertiser:</b> ERIC HOVDE- WI SENATE	<b>Market:</b> La Crosse
<b>Product:</b> WI-SEN	<b>Office:</b> WASHINGTON	<b>Con Type:</b> POLITICAL/VOTE
<b>Agency Order #:</b> 13385527	<b>Service:</b> Nielsen	<b>Total \$:</b> \$2,315.00
<b>Buyer:</b> McCrady, Kevin	<b>Primary Demo:</b> Adults 35+	<b>Total Spots:</b> 15
<b>Salesperson:</b> SHEPARD RITZEN 215-567-7950	<b>Assistant:</b> SHEPARD RITZEN 215-567-7950	<b>Total CPP:</b> \$0.00
		<b>Total GRP:</b>
		<b>Traffic #:</b> 63532

**Separation:**

**Comments:** adding a \$450 spot to this buy, new line 10 from spot missed back on 3/27

#	Day/Time	DP	Program	Rate	A35P Rating	Len	4/24 - 4/24		Total Spots	Total \$	CPP*	GRP*
							4/24					
1	W-F,M-Tu 4:30a-5a		Daybreak	\$40.00	0	30	4		4	\$160.00	\$0.00	0.0
<i>1313601 Index: 98</i>												
2	W-F,M-Tu 5a-6a		Daybreak	\$70.00	0	30	3		3	\$210.00	\$0.00	0.0
<i>1313601 Index: 98</i>												
3	W-F,M-Tu 10:35p-11:37p		Jimmy Kimmel Live-ABC	\$75.00	0	30	3		3	\$225.00	\$0.00	0.0
<i>1313601 Index: 97</i>												
5	Th 7p-10:30p		NFL Draft on ABC (Round 1)	\$500.00	0	30	1		1	\$500.00	\$0.00	0.0
<i>1313601 Index: 98</i>												
6	Th 7p-8p		9-1-1-ABC	\$450.00	0	30	1		1	\$450.00	\$0.00	0.0
<i>1313601 Index: 102</i>												
8	Sa 7a-8a		Good Morning America	\$160.00	0	30	1		1	\$160.00	\$0.00	0.0
<i>1313601 Index: 95</i>												
9	Su 7a-8a		Good Morning America	\$160.00	0	30	1		1	\$160.00	\$0.00	0.0
<i>1313601 Index: 95</i>												
REV+ 10	W 7:30p-8:30p		Not Dead Yet	\$450.00	0.0	30	0	1	1	\$450.00	\$0.00	0.0
<b>TOTALS:</b>									<b>15</b>	<b>\$2,315.00</b>	<b>\$0.00</b>	<b>0.0</b>



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<b>Agency:</b> FLEXPOINT MEDIA	<b>Advertiser:</b> ERIC HOVDE- WI SENATE	<b>Market:</b> La Crosse
<b>Product:</b> WI-SEN	<b>Office:</b> WASHINGTON	<b>Con Type:</b> POLITICAL/VOTE
<b>Agency Order #:</b> 13385527	<b>Service:</b> Nielsen	<b>Total \$:</b> \$2,315.00
<b>Buyer:</b> McCrady, Kevin	<b>Primary Demo:</b> Adults 35+	<b>Total Spots:</b> 15
<b>Salesperson:</b> SHEPARD RITZEN	<b>Assistant:</b> SHEPARD RITZEN	<b>Total CPP:</b> \$0.00
<b>Separation:</b>		<b>Total GRP:</b>
		<b>Traffic #:</b> 63532

<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
04/22/24 4:11 PM	SHEPARD RITZEN	adding a \$450 spot to this buy, new line 10 from spot missed back on 3/27
04/22/24 2:47 PM	System	Notice Received.
04/22/24 2:19 PM	SHEPARD RITZEN	Separation: 30;PopulationBuyType: CPP

Competitive Information	
<b>Market Budget:</b>	\$8,268
<b>WXOW Share:</b>	28%
<b>Comment:</b>	est share
<b>Unknown:</b>	72%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	15	\$2,315.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>15</b>	<b>\$2,315.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2024-Apr	15	\$2,315.00
<b>Total</b>	<b>15</b>	<b>\$2,315.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	4/22/24 4:11 PM	SHEPARD RITZEN	Revised	1		\$450.00	\$2,315.00	Changes: Comments from Separation: 30;PopulationBuyType: CPP to adding a \$450 spot to this buy, new line 10 from spot missed back on 3/27, Total Spots from 14 to 15, Calculated Dollars from \$1,865.00 to \$2,315.00, Competitive Market Budget from \$6,661 to \$8,268, Demo Meta to [R16], Origuser Entered Dollars to \$1,865.00, User Entered \$ from \$0.00 to \$2,315.00, Total \$ from \$1,865.00 to \$2,315.00. 1 buyline added or modified.
Queued for Electronic Contracting	4/22/24 2:34 PM					\$0	\$0	
New	4/22/24 2:19 PM	SHEPARD RITZEN	Confirmed	14		\$1,865.00	\$1,865.00	

<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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