



125 West 55th St
New York, NY 10019

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|---|---|---|
| Contract # 25779786 | Changes as of: 11/6/2017 at 11:31 AM | Version: Highlighting Revision 4 |
| CPE: 296/380/3305 | Flight: 11/2/17 - 11/7/17 | Station: WVBT |
| Agency: STRATEGIC MEDIA SERVICES 1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009 | Advertiser: Cordasco VA HD-93 | Market: Norfolk-Virginia Beach |
| | Product: Candidate | Office: WASHINGTON |
| | Agency Order #: 6687708 | Primary Demo: Adults 35+ |
| | Buyer: Rheault, Ben | Con Type: POLITICAL/VOTE |
| | Salesperson: BILL THOMAS 202-872-5880 | Assistant: BILL THOMAS 202-872-5880 |
| | | Total \$: \$9,380.00 |
| | | Total Spots: 63 |
| | | Total CPP: \$0.00 |
| | | Total GRP: |
| | | Separation: |

| # | Day/Time | DP | Program | Rate | A35P Rating | Len | 11/2 - 11/7 | | | | | | | Total Spots | Total \$ | CPP | GRP | |
|--|---------------|----|-------------|---------|-------------|-----|-------------|-----------|----------|----------|-----------|----------|-----------|-------------------|---------------|------------|--------|-----|
| | | | | | | | 11/2 | 11/3 | 11/4 | 11/5 | 11/6 | 11/7 | | | | | | |
| REV- 14 | Sa 12m-1a | | TMZ WK | \$20.00 | 0 | 30 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | \$0.00 | \$0.00 | 0.0 |
| Target 200118 Index: 133. Nielsen: 0.4 | | | | | | | | | | | | | | | | | | |
| REV+ 23 | Tu 11a-12n | | the doctors | \$40.00 | 0.0 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | \$40.00 | \$0.00 | 0.0 |
| TOTALS: | | | | | | | 13 | 18 | 4 | 3 | 20 | 5 | 63 | \$9,380.00 | \$0.00 | 0.0 | | |



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| | |
|-----------------------------|--|
| Special Instructions | |
|-----------------------------|--|

| Order Level Comments | | |
|----------------------|----------|------------------|
| Date/Time | Added by | Comment |
| 11/01/17 12:54 PM | System | Notice Received. |

| Competitive Information | |
|-------------------------|-----------|
| Market Budget: | \$117,250 |
| WVBT Share: | 8% |
| Comment: | |
| WAVY: | 37% |
| WGNT: | 2% |
| WTKR: | 23% |
| WTVZ: | 2% |
| WVEC: | 28% |

| Daypart Summary | | | | | |
|-----------------|-------------|-----------|-------------------|------------|------------|
| Day/Time | % Distrib | Spots | Dollars | CPP | GRP |
| | 100% | 63 | \$9,380.00 | N/A | 0.0 |
| Total | 100% | 63 | \$9,380.00 | N/A | 0.0 |

| Monthly Summary | | |
|-----------------|-----------|-------------------|
| Month | Spots | Dollars |
| 2017-Nov | 63 | \$9,380.00 |
| Total | 63 | \$9,380.00 |

| Transaction History | | | | | | | | | |
|-----------------------------------|------------------|-------------|-----------|-------|-------|------------|-------------|---|--|
| Trans | Created/Received | Created by | Status | Spot+ | Spot- | \$ Chg | Contract \$ | Comment | |
| Revision | 11/6/17 11:31 AM | JENNA NUBAR | Revised | | 1 | \$0 | \$9,380.00 | Changes: Total Spots from 64 to 63. 2 buylines added or modified. | |
| Revision | 11/3/17 11:32 AM | BILL THOMAS | Confirmed | 3 | | \$175.00 | \$9,380.00 | Changes: Total Spots from 61 to 64, Calculated Dollars from \$9,205.00 to \$9,380.00, Competitive Market Budget from \$115,063 to \$117,250, User Entered \$ from \$9,205.00 to \$9,380.00, Total \$ from \$9,205.00 to \$9,380.00. 4 buylines added or modified. | |
| Revision | 11/1/17 1:29 PM | BILL THOMAS | Confirmed | | 1 | -\$35.00 | \$9,205.00 | Changes: Calculated Dollars from \$9,240.00 to \$9,205.00, Competitive Market Budget from \$115,500 to \$115,063, Total Spots from 62 to 61, User Entered \$ from \$9,240.00 to \$9,205.00, Total \$ from \$9,240.00 to \$9,205.00. 12 buylines added or modified. | |
| Revision | 11/1/17 1:01 PM | BILL THOMAS | Confirmed | 2 | | \$40.00 | \$9,240.00 | Changes: Total Spots from 60 to 62, Calculated Dollars from \$9,200.00 to \$9,240.00, Competitive Market Budget from \$115,000 to \$115,500, Demo Meta to [R16], User Entered \$ from \$0.00 to \$9,240.00, Total \$ from \$9,200.00 to \$9,240.00. 2 buylines added or modified. | |
| Queued for Electronic Contracting | 11/1/17 10:48 AM | | | | | \$0 | \$0 | | |
| New | 11/1/17 10:36 AM | BILL THOMAS | Confirmed | 60 | | \$9,200.00 | \$9,200.00 | | |

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| 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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