

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 26106027

Changes as of: 7/13/2018 at 10:36 AM

Version: Original Order

CPE: 320/405/45/18

Flight: 7/14/18 - 7/17/18

Station: WALA

Con Type: POLITICAL/VOTE

Agency: STRATEGIC MEDIA SERVICES

Advertiser: Steve Marshall

Market: Mobile

Total: \$3,180.00

1911 NORTH PT MYER

Product: candidate

Office: PHILADELPHIA

Total Spots: 29

DRIVE

Agency Order #: 7537349

Service: Nielsen

Total CPP: \$0.00

SUITE 400

Buyer: Ivlin, Michelle

Primary Demo:

Total GRP:

Salesperson: SHEPARD RITZEN

Assistant: SHEPARD RITZEN

Traffic #: 892761

Separation:

#	Day/Time	DP	Program	Rate	Len	7/14 - 7/17					Total Spots	Total \$	CPP*	GRP*
						7/14	7/15	7/16	7/17					
1	M-F 4:30a-5a		Fox 10 News @ 430A	\$25.00	30	0	0	1	1	2	\$50.00	\$0.00	0.0	
2	M-F 5:30a-6a		Fox 10 News @ 530A	\$75.00	30	0	0	1	1	2	\$150.00	\$0.00	0.0	
3	M-F 7:30a-8a		Fox 10 News @ 7A	\$85.00	30	0	0	1	0	1	\$85.00	\$0.00	0.0	
4	M-F 8a-8:30a		Fox 10 News @ 8A	\$80.00	30	0	0	1	1	2	\$160.00	\$0.00	0.0	
5	M-F 9a-10a		Studio 10	\$45.00	30	0	0	1	1	2	\$90.00	\$0.00	0.0	
6	M-F 12n-1p		Judge Mathis	\$55.00	30	0	0	1	0	1	\$55.00	\$0.00	0.0	
7	M-F 3p-4p		Dr. Phil	\$80.00	30	0	0	1	0	1	\$80.00	\$0.00	0.0	
8	M-F 5p-5:30p		Fox 10 News @ 5P	\$130.00	30	0	0	1	0	1	\$130.00	\$0.00	0.0	
9	M-F 6p-6:30p		Jeopardy	\$325.00	30	0	0	1	0	1	\$325.00	\$0.00	0.0	
10	M-F 6:30p-7p		Wheel of Fortune	\$325.00	30	0	0	1	0	1	\$325.00	\$0.00	0.0	
11	M-F 9p-9:30p		Fox 10 News @ 9P	\$180.00	30	0	0	1	0	1	\$180.00	\$0.00	0.0	
12	M-F 9:30p-10p		Fox 10 News @ 930P	\$160.00	30	0	0	1	0	1	\$160.00	\$0.00	0.0	
13	M-F 11p-11:30p		Mom	\$25.00	30	0	0	1	0	1	\$25.00	\$0.00	0.0	
14	Sa 7a-7:30a		Fox 10 News Weekend Saturday 7A	\$40.00	30	1	0	0	0	1	\$40.00	\$0.00	0.0	
15	Sa 9p-9:30p		Fox 10 News @ 9P	\$50.00	30	1	0	0	0	1	\$50.00	\$0.00	0.0	
16	Su 7a-8a		Fox 10 News Weekend Sunday 7A	\$20.00	30	0	1	0	0	1	\$20.00	\$0.00	0.0	
17	Su 9a-9:30a		Voice of AL Politics	\$100.00	30	0	1	0	0	1	\$100.00	\$0.00	0.0	
18	Su 8a-9a		Fox News Sunday	\$40.00	30	0	1	0	0	1	\$40.00	\$0.00	0.0	
19	M 7p-8p		So You Think You Can Dance-FOX	\$300.00	30	0	0	1	0	1	\$300.00	\$0.00	0.0	
20	M 8p-9p		9-1-1 (R)-FOX	\$300.00	30	0	0	1	0	1	\$300.00	\$0.00	0.0	



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 26106027

Changes as of: 7/13/2018 at 10:36 AM

Version: Original Order

CPE: 320/405/4518

Flight: 7/14/18 - 7/17/18

Station: WALA

Con Type: POLITICAL/VOTE

Agency: STRATEGIC MEDIA SERVICES

Advertiser: Steve Marshall

Market: Mobile

Total \$: \$3,180.00

1911 NORTH FT MYER DRIVE

Product: candidate

Office: PHILADELPHIA

Total Spots: 29

SUITE 400 ARLINGTON, VA 20009

Agency Order #: 7537349
Buyer: Ivin, Michelle

Service: Nielsen
Primary Demo:

Total CPP: \$0.00
Total GRP:

Salesperson: SHEPARD RITZEN
215-567-7950
Separation:

Assistant: SHEPARD RITZEN
215-567-7950

Traffic #: 892761

#	Day/Time	DP	Program	Rate	Len	7/14 - 7/17					Total Spots	Total \$	CPP*	GRP*
						7/14	7/15	7/16	7/17					
21	Sa 6p-9p		MLB Prime	\$100.00	30	1	0	0	0	1	\$100.00	\$0.00	0.0	
22	Sa-F 6a-3:30p		World Cup Today	\$40.00	30	1	0	0	0	1	\$40.00	\$0.00	0.0	
23	Su 10a-12n		World Cup Soccer Final	\$150.00	30	0	2	0	0	2	\$300.00	\$0.00	0.0	
24	Su 12n-1p		World Cup Soccer Final Post-Game	\$75.00	30	0	1	0	0	1	\$75.00	\$0.00	0.0	
TOTALS:						4	6	15	4	29	\$3,180.00	\$0.00	0.0	

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 26106027 Changes as of: 7/13/2018 at 10:36 AM Version: Original Order
 CPE: 320/405/4518 Flight: 7/14/18 - 7/17/18 Station: WALA
 Agency: STRATEGIC MEDIA SERVICES Advertiser: Steve Marshall Market: Mobile
 1911 NORTH FT MYER DRIVE Product: candidate Office: PHILADELPHIA
 SUITE 400 Agency Order #: 7537349 Buyer: Inv'n, Michelle Service: Nielsen
 ARLINGTON, VA 20009 Salesperson: SHEPARD RITZEN Assistant: SHEPARD RITZEN
 Separation: 215-567-7950 Traffic #: 892761
 Total Spots: 29
 Total CPP: \$0.00
 Total GRP: \$3,180.00
 Con Type: POLITICAL/VOTE
 Total \$: \$3,180.00

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
07/18/18 10:33 AM	Michael Strickler	pre-empted due to Trump Special Report, credit due schedule end - thx
07/16/18 12:21 PM	SHEPARD RITZEN	ok, thx!
07/16/18 12:01 PM	Michael Strickler	I'm crediting \$245 off of 26103819, so we are \$15 under. thx
07/16/18 11:39 AM	SHEPARD RITZEN	sorry, sent to agy rather than self apply...let me know back if we can squeeze anything into tomorrow.
07/13/18 11:48 AM	Michael Strickler	rates to clear and n/a's due to pgn change and deadline
07/13/18 11:42 AM	System	Notice Received.

Competitive Information	
Market Budget:	\$3,180
WALA Share:	100%
Comment:	Competitive Unknown

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	CPP
	100%	29	\$3,180.00	N/A
Total	100%	29	\$3,180.00	N/A

Monthly Summary		
Month	Spots	Dollars
2018-Jul	29	\$3,180.00
Total	29	\$3,180.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 3	7/18/18 10:33 AM	Michael Strickler	Sent To Rep		1	-\$110.00	\$3,300.00	Changes: Total \$ from \$3,410.00 to \$3,300.00, Total Spots from 24 to 23. 1 buyline added or modified.
Queued for Electronic Contracting	7/16/18 12:43 PM					\$0	\$0	
Queued for Electronic Contracting	7/16/18 12:30 PM					\$0	\$0	
Makegood 2	7/16/18 12:01 PM	Michael Strickler	Confirmed	23	9	\$230.00	\$3,410.00	Changes: Total \$ from \$3,180.00 to \$3,410.00, Total Spots from 10 to 24. 21 buylines added or modified.
Makegood 1	7/13/18 11:48 AM	KENNETH MIELE	Confirmed	7	26	\$0	\$3,180.00	Changes: Total Spots from 29 to 10. 29 buylines added or modified.
Queued for Electronic Contracting	7/13/18 10:37 AM					\$0	\$0	
New	7/13/18 10:36 AM	KENNETH MIELE	Confirmed	29		\$3,180.00	\$3,180.00	

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.



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 26106027

Changes as of: 7/13/2018 at 11:48 AM

Version: Highlighting Makegood 1

Status: Confirmed

CPE: 320/405/4518

Flight: 7/14/18 - 7/17/18

Station: WALA

Con Type: POLITICAL/NOTE

Agency: STRATEGIC MEDIA SERVICES

Advertiser: Steve Marshall

Market: Mobile

Total \$: \$3,180.00

1911 NORTH FT MYER DRIVE
SUITE 400
ARLINGTON, VA 20009

Product: candidate

Office: PHILADELPHIA

Total Spots: 10

Agency Order #: 7537349

Buyer: Ivln, Michelle

Service: Nielsen

Total CPP: \$0.00

Buyer: Ivln, Michelle

Primary Demo:

Assistant: SHEPARD RITZEN

Total GRP:

Salesperson: SHEPARD RITZEN

Assistant: SHEPARD RITZEN

Traffic #: 892761

Separation:

#	Day/Time	DP	Program	Rate	Len	7/14 - 7/17					Total Spots	Total \$	CPP*	GRP*
						7/14	7/15	7/16	7/17					
MSD 1	M-F 4:30a-5a		Fox 10 News @ 430A	\$25.00	30	0	0	1	0	1	0	\$0.00	\$0.00	0.0
MSD 2	M-F 5:30a-6a		Fox 10 News @ 530A	\$75.00	30	0	0	1	0	1	0	\$0.00	\$0.00	0.0
MSD 3	M-F 7:30a-8a		Fox 10 News @ 7A	\$85.00	30	0	0	1	0	0	0	\$0.00	\$0.00	0.0
MSD 4	M-F 8a-8:30a		Fox 10 News @ 8A	\$80.00	30	0	0	1	0	1	0	\$0.00	\$0.00	0.0
5	9a-10a		Studio 10	\$45.00	30	0	0	1	0	1	0	\$90.00	\$0.00	0.0
MSD 6	M-F 12n-1p		Judge Mathis	\$55.00	30	0	0	1	0	0	0	\$0.00	\$0.00	0.0
MSD 7	M-F 3p-4p		Dr. Phil	\$80.00	30	0	0	1	0	0	0	\$0.00	\$0.00	0.0
MSD 8	M-F 5p-5:30p		Fox 10 News @ 5P	\$130.00	30	0	0	1	0	0	0	\$0.00	\$0.00	0.0
MSD 9	M-F 6p-6:30p		Jeopardy	\$325.00	30	0	0	1	0	0	0	\$0.00	\$0.00	0.0
MSD 10	M-F 6:30p-7p		Wheel of Fortune	\$325.00	30	0	0	1	0	0	0	\$0.00	\$0.00	0.0
MSD 11	M-F 9p-9:30p		Fox 10 News @ 9P	\$180.00	30	0	0	1	0	0	0	\$0.00	\$0.00	0.0
MSD 12	M-F 9:30p-10p		Fox 10 News @ 930P	\$160.00	30	0	0	1	0	0	0	\$0.00	\$0.00	0.0
MSD 13	M-F 11p-11:30p		Morn	\$25.00	30	0	0	1	0	0	0	\$0.00	\$0.00	0.0
MSD 14	Sa 7a-7:30a		Fox 10 News Weekend Saturday 7A	\$40.00	30	1	0	0	0	0	0	\$0.00	\$0.00	0.0
MSD 15	Sa 9p-9:30p		Fox 10 News @ 9P	\$50.00	30	1	0	0	0	0	0	\$0.00	\$0.00	0.0
MSD 16	Su 7a-8a		Fox 10 News Weekend Sunday 7A	\$20.00	30	0	1	0	0	0	0	\$0.00	\$0.00	0.0
MSD 17	Su 9a-9:30a		Voice of AL Politics	\$100.00	30	0	1	0	0	0	0	\$0.00	\$0.00	0.0
MSD 18	Su 8a-9a		Fox News Sunday	\$40.00	30	0	1	0	0	0	0	\$0.00	\$0.00	0.0
MSD 19	M 7p-8p		So You Think You Can Dance-FOX	\$300.00	30	0	0	1	0	0	0	\$0.00	\$0.00	0.0
MSD 20	M 8p-9p		g-1-1 (R)-FOX	\$300.00	30	0	0	1	0	0	0	\$0.00	\$0.00	0.0

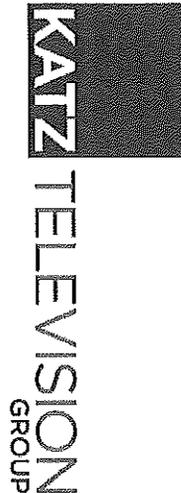


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125 West 55th St
New York, NY 10019

Contract # 26106027	Changes as of: 7/13/2018 at 11:48 AM	Version: Highlighting Makegood 1	Status: Confirmed
CPE: 320/405/4518	Flight: 7/14/18 - 7/17/18	Station: WALA	Con Type: POLITICAL/VOTE
Agency: STRATEGIC MEDIA SERVICES	Advertiser: Steve Marshall	Market: Mobile	Total \$: \$3,180.00
1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009	Product: candidate	Office: PHILADELPHIA	Total Spots: 10
	Agency Order #: 7537349	Service: Nielsen	Total CPP: \$0.00
	Buyer: In'In, Michelle	Primary Demo:	Total GRP:
	Salesperson: SHEPARD RITZEN	Assistant: SHEPARD RITZEN	Traffic #: 892761
	Separation:	215-567-7950	

#	Day/Time	DP	Program	Rate	Len	7/14 - 7/17					Total Spots	Total \$	CPP*	GRP*
						7/14	7/15	7/16	7/17					
MSD 21	Sa 8p-9p		MLB Prime	\$100.00	30	1	0	0	0	0	\$0.00	\$0.00	0.0	
MSD 22	Sa-F 6a-3:30p		World Cup Today	\$40.00	30	1	0	0	0	0	\$0.00	\$0.00	0.0	
MSD 23	Su 10a-12n		World Cup Soccer Final	\$150.00	30	0	2	0	0	0	\$0.00	\$0.00	0.0	
24	Su 12n-1p		World Cup Soccer Final Post-Game	\$75.00	30	0	1	0	0	0	\$75.00	\$0.00	0.0	
MGD 30	M-F 3p-4p		Dr. Phil	\$200.00	30	0	0	1	0	0	\$200.00	\$0.00	0.0	
MGD 31	M-F 5p-5:30p		Fox 10 News @ 5P	\$350.00	30	0	0	1	0	0	\$350.00	\$0.00	0.0	
MGD 34	M-F 9p-9:30p		Fox 10 News @ 9P	\$450.00	30	0	0	1	0	0	\$450.00	\$0.00	0.0	
MGD 35	M-F 9:30p-10p		Fox 10 News @ 930P	\$450.00	30	0	0	1	0	0	\$450.00	\$0.00	0.0	
MGD 41	Su 10a-12n		World Cup Soccer Final	\$1,200.00	30	0	1	0	0	0	\$1,200.00	\$0.00	0.0	
MGD 42	M 5a-5:30a		news	\$140.00	30	0	0	1	0	0	\$140.00	\$0.00	0.0	
MGD 43	M 8a-8:30a		news	\$225.00	30	0	0	1	0	0	\$225.00	\$0.00	0.0	
TOTALS:						0	2	7	1	10	\$3,180.00	\$0.00	0.0	



125 West 55th St
New York, NY 10019

Contract # 26106027 Changes as of: 7/13/2018 at 11:48 AM Version: Highlighting Makegood 1 Status: Confirmed
 CPE: 320/405/4518 Flight: 7/14/18 - 7/17/18 Station: WALA Con Type: POLITICAL/NOTE
 Agency: STRATEGIC MEDIA Advertiser: Steve Marshall Market: Mobile Total \$: \$3,180.00
 SERVICES 1914 NORTH FT MYER Product: candidate Office: PHILADELPHIA Total Spots: 10
 DRIVE SUITE 400 Agency Order #: 7537349 Service: Nielsen Total CPP: \$0.00
 ARLINGTON, VA 20009 Buyer: Irvin, Michelle Primary Demo: Total GRP: Traffic #: 892761
 Salesperson: SHEPARD RITZEN Assistant: SHEPARD RITZEN
 Separation: 215-567-7950

Special Instructions	Order Level Comments

Date/Time	Added by	Comment
07/18/18 10:33 AM	Michael Strickler	pre-empted due to Trump Special Report, credit due schedule end - thx
07/16/18 12:21 PM	SHEPARD RITZEN	ok, thx!
07/16/18 12:01 PM	Michael Strickler	I'm crediting \$245 off of 26103819, so we are \$15 under. thx
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07/13/18 11:42 AM	System	Notice Received.

Competitive Information	
Market Budget:	\$3,180
WALA Share:	100%
Comment:	Competitive Unknown

Daypart Summary				Monthly Summary	
Day/Time	% Distrib	Spots	Dollars	Month	Dollars
	100%	10	\$3,180.00	2018-Jul	\$3,180.00
Total	100%	10	\$3,180.00	Total	\$3,180.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot#	\$ Chg	Contract \$ Comment
Makegood 3	7/18/18 10:33 AM	Michael Strickler	Sent To Rep	1	-\$110.00	Changes: Total \$ from \$3,410.00 to \$3,300.00, Total Spots from 24 to 23. 1 buyline added or modified.
Queued for Electronic Contracting	7/16/18 12:43 PM				\$0	
Queued for Electronic Contracting	7/16/18 12:30 PM				\$0	
Makegood 2	7/16/18 12:01 PM	Michael Strickler	Confirmed	23	\$230.00	Changes: Total \$ from \$3,180.00 to \$3,410.00, Total Spots from 10 to 24. 21 buylines added or modified.
Makegood 1	7/13/18 11:48 AM	KENNETH MIELE	Confirmed	7	\$0	Changes: Total Spots from 29 to 10. 29 buylines added or modified.
Queued for Electronic Contracting	7/13/18 10:37 AM				\$0	
New	7/13/18 10:36 AM	KENNETH MIELE	Confirmed	29	\$3,180.00	\$3,180.00

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125 West 56th St
New York, NY 10019

KATZ TELEVISION GROUP

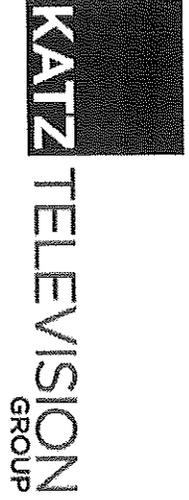
Contract # 26106027 **Changes as of:** 7/16/2018 at 12:01 PM **Status:** Accepted
CPE: 320/405/4518 **Flight:** 7/14/18 - 7/17/18 **Station:** WALA
Agency: STRATEGIC MEDIA SERVICES **Advertiser:** Steve Marshall **Market:** Mobile
1911 NORTH FT MYER DRIVE **Product:** candidate **Office:** PHILADELPHIA
ARLINGTON, VA 20009 **Agency Order #:** 7537349 **Buyer:** Irvin, Michelle **Service:** Nielsen
Salesperson: SHEPARD RITZEN **Primary Demo:** **Assistant:** SHEPARD RITZEN
215-567-7950 **Separation:** **Total Spots:** 24
Total CPM: \$0.00
Total GRP:

#	Day/Time	DP	Program	Rate	Len	7/14 - 7/17							Total Spots	Total \$	CPP*	GRP*
						7/14	7/15	7/16	7/17	7/18	7/19	7/20				
MSD 5	M-F 9a-10a		Studio 10	\$45.00	30	0	0	1	0	0	0	0	1	\$45.00	\$0.00	0.0
MSD 24	Su 12n-1p		World Cup Soccer Final Post-Game	\$75.00	30	0	1	0	0	0	0	0	0	\$0.00	\$0.00	0.0
MSD 30	M-F 3p-4p		Dr. Phil	\$200.00	30	0	0	1	0	0	0	0	0	\$0.00	\$0.00	0.0
MSD 31	M-F 5p-5:30p		Fox 10 News @ 5P	\$350.00	30	0	0	1	0	0	0	0	0	\$0.00	\$0.00	0.0
MSD 34	M-F 9p-9:30p		Fox 10 News @ 9P	\$450.00	30	0	0	1	0	0	0	0	0	\$0.00	\$0.00	0.0
MSD 35	M-F 9:30p-10p		Fox 10 News @ 930P	\$450.00	30	0	0	1	0	0	0	0	0	\$0.00	\$0.00	0.0
MSD 41	Su 10a-12n		World Cup Soccer Final	\$1,200.00	30	0	1	0	0	0	0	0	0	\$0.00	\$0.00	0.0
MSD 42	M 5a-5:30a		news	\$140.00	30	0	0	1	0	0	0	0	0	\$0.00	\$0.00	0.0
MSD 43	M 8a-8:30a		news	\$225.00	30	0	0	1	0	0	0	0	0	\$0.00	\$0.00	0.0
MGD 44	Tu 4:30a-5a		Fox 10 News	\$60.00	30	0	0	0	0	0	0	1	1	\$60.00	\$0.00	0.0
MGD 45	Tu 5a-5:30a		Fox 10 News	\$140.00	30	0	0	0	0	0	0	1	1	\$140.00	\$0.00	0.0
MGD 46	Tu 5:30a-6a		Fox 10 News	\$180.00	30	0	0	0	0	0	0	1	1	\$180.00	\$0.00	0.0
MGD 47	Tu 6:30a-7a		Fox 10 News	\$250.00	30	0	0	0	0	0	0	2	2	\$500.00	\$0.00	0.0
MGD 48	Tu 7a-7:30a		Fox 10 News	\$275.00	30	0	0	0	0	0	0	1	1	\$275.00	\$0.00	0.0
MGD 49	Tu 7:30a-8a		Fox 10 News	\$275.00	30	0	0	0	0	0	0	1	1	\$275.00	\$0.00	0.0
MGD 50	Tu 8:30a-9a		Fox 10 News	\$225.00	30	0	0	0	0	0	0	1	1	\$225.00	\$0.00	0.0
MGD 51	Tu 10a-11a		The Real	\$100.00	30	0	0	0	0	0	0	3	3	\$300.00	\$0.00	0.0
MGD 52	Tu 11a-12n		People's Court	\$120.00	30	0	0	0	0	0	0	3	3	\$360.00	\$0.00	0.0
MGD 53	Tu 12n-1p		Judge Mathis	\$130.00	30	0	0	0	0	0	0	3	3	\$390.00	\$0.00	0.0
MGD 54	Tu 1p-2p		People's Court	\$110.00	30	0	0	0	0	0	0	3	3	\$330.00	\$0.00	0.0

IMP

PM

PM



125 West 55th St
New York, NY 10019

Contract # 26106027 Changes as of: 7/16/2018 at 12:01 PM Version: Highlighting Makegood 2 Status: Accepted

CPE: 320/405/4518 Flight: 7/14/18 - 7/17/18 Station: WALA Con Type: POLITICAL/NOTE
 Agency: STRATEGIC MEDIA SERVICES Advertiser: Steve Marshall Market: Mobile Total \$: \$3,410.00

1911 NORTH FT MYER DRIVE
 ARLINGTON, VA 20009 Product: candidate Office: PHILADELPHIA Total Spots: 24
 Agency Order #: 7537349 Buyer: Ivln, Michelle Service: Nielsen Total CPP: \$0.00
 Salesperson: SHEPARD RITZEN Separation: Primary Demo: Total GRP:

215-567-7950 Assistant: SHEPARD RITZEN 215-567-7950

#	Day/Time	DP	Program	Rate	Len	7/14 - 7/17					Total Spots	Total \$	CPP*	GRP*					
						7/14	7/15	7/16	7/17										
MGD 55	Tu 2p-3p		The Doctors	\$110.00	30	0	0	0	3		3	\$330.00	\$0.00	0.0					
TOTALS:											0	0	0	24		24	\$3,410.00	\$0.00	0.0

Makegood Comments

Date/Time	Action	Added by	Comment
07/16/18 12:21 PM	Accepted	SHEPARD RITZEN	ok thx!

ORDER



Orders
Order / Rev: 892761
Alt Order #: 26106027
Product Desc: candidate
Estimate: 4518
Flight Dates: 07/14/18 - 07/22/18
Original Date / Rev: 07/16/18 / 07/16/18
Order Type: GENERAL

WALA
Primary AE: Shepard Ritzen
Sales Office: E-PHI
Sales Region: National

Agency
Name: Strategic Media Services
Buying Contact:
Billing Contact:
 1911 North Ft. Myer Drive, Suite 400
 Arlington, VA 22209

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Steve Marshall For Alabama
Demographic: A18+
Product Codes: Political-Candidates
Priority: IMP
Revenue Code 1: POL
Revenue Code 2: PLC
Revenue Code 3: POL LPL

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/18	07/17/18	24	\$3,410.00	\$2,898.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2018	24	\$3,410.00	\$2,898.50	0.00
Totals	24	\$3,410.00	\$2,898.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Shepard Ritzen			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WALA	07/17/18	07/17/18	M-F 9-10a Studio 10	CM	9a-10a	-T-----	:30	1	\$45.00	IMP	0.00	NM	1	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/16/18	07/22/18	-T-----		1		\$45.00		0.00					
N 2	WALA	07/17/18	07/17/18	M-F 430-5a M-F Fox 10 News at 430a	CM	430a-5a	-T-----	:30	1	\$60.00	PMT	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/16/18	07/22/18	-T-----		1		\$60.00		0.00					
N 3	WALA	07/17/18	07/17/18	M-F 5-530a M-F Fox 10 News at 5a	CM	5a-530a	-T-----	:30	1	\$140.00	PMT	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/16/18	07/22/18	-T-----		1		\$140.00		0.00					
N 4	WALA	07/17/18	07/17/18	M-F 530-6a M-F Fox 10 News at 530	CM	530a-6a	-T-----	:30	1	\$180.00	PMT	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/16/18	07/22/18	-T-----		1		\$180.00		0.00					
N 5	WALA	07/17/18	07/17/18	M-F 6-7a M-F Fox 10 News at 6-7a	CM	6a-7a (6:30 AM-7:00 AM)	-T-----	:30	2	\$250.00	PMT	0.00	NM	2	\$500.00

Order / Rev: 892761
 Alt Order #: 26106027
 Flight Dates: 07/14/18 - 07/22/18

Advertiser: Steve Marshall For Alabama
 Product Desc: candidate
 Estimate: 4518
 WALA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Fox 10 News @ 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/18	07/22/18	-T-----					2	\$250.00		0.00			
N 6	WALA	07/17/18	07/17/18	M-F 7-8a M-F Fox 10 News at 7-8a	CM	7a-8a (7:00 AM-7:30 AM)	-T-----	:30	1	\$275.00	PMT	0.00	NM	1	\$275.00
Fox 10 News @ 9P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/18	07/22/18	-T-----					1	\$275.00		0.00			
N 7	WALA	07/17/18	07/17/18	M-F 7-8a M-F Fox 10 News at 7-8a	CM	7a-8a (7:30 AM-8:00 AM)	-T-----	:30	1	\$275.00	PMT	0.00	NM	1	\$275.00
Fox 10 News @ 930P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/18	07/22/18	-T-----					1	\$275.00		0.00			
N 8	WALA	07/17/18	07/17/18	M-F 8-9a M-F Fox 10 News at 8-9a	CM	8a-9a (8:30 AM-9:00 AM)	-T-----	:30	1	\$225.00	PMT	0.00	NM	1	\$225.00
World Cup Soccer Final															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/18	07/22/18	-T-----					1	\$225.00		0.00			
N 9	WALA	07/17/18	07/17/18	M-F 10-11a M-F 10-11a news	CM	10a-11a	-T-----	:30	3	\$100.00	PMT	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/18	07/22/18	-T-----					3	\$100.00		0.00			
N 10	WALA	07/17/18	07/17/18	M-F 11a-12p M-F 11a-12p news	CM	11a-12p	-T-----	:30	3	\$120.00	PMT	0.00	NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/18	07/22/18	-T-----					3	\$120.00		0.00			
N 11	WALA	07/17/18	07/17/18	M-F 12-1p M-F 12-1p news	CM	12p-1p	-T-----	:30	3	\$130.00	PMT	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/18	07/22/18	-T-----					3	\$130.00		0.00			
N 12	WALA	07/17/18	07/17/18	M-F 1-2p M-F 1-2p news	CM	1p-2p	-T-----	:30	3	\$110.00	PMT	0.00	NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/18	07/22/18	-T-----					3	\$110.00		0.00			
N 13	WALA	07/17/18	07/17/18	M-F 2-3p M-F 2-3p news	CM	2p-3p	-T-----	:30	3	\$110.00	PMT	0.00	NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/16/18	07/22/18	-T-----					3	\$110.00		0.00			
Totals													24	\$3,410.00	