



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 | Con Type: POLITICAL/NOTE |
| CPE: 320/405/4518 | Flight: 7/14/18 - 7/17/18 | Station: WALA | Total \$: \$3,180.00 |
| Agency: STRATEGIC MEDIA SERVICES | Advertiser: Steve Marshall | Market: Mobile | |
| 1911 NORTH PT MYER DRIVE | Product: candidate | Office: PHILADELPHIA | Total Spots: 29 |
| SUITE 400 | Agency Order #: 7537349 | Service: Nielsen | Total CPP: \$0.00 |
| ARLINGTON, VA 20009 | Buyer: Ivlin, Michelle | Primary Demo: | Total GRP: |
| | Salesperson: SHEPARD RITZEN | Assistant: SHEPARD RITZEN | Traffic #: 892761 |
| | Separation: 215-567-7950 | | |

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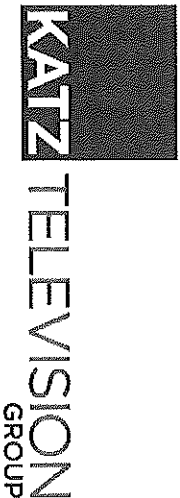


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| Contract # 26106027 | Changes as of: 7/13/2018 at 10:36 AM | Version: Original Order | Con Type: POLITICAL/VOTE |
| CPE: 320/405/4518 | Flight: 7/14/18 - 7/17/18 | Station: WALA | Total \$: \$3,180.00 |
| Agency: STRATEGIC MEDIA SERVICES | Advertiser: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



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| Agency: STRATEGIC MEDIA SERVICES | Advertiser: Steve Marshall | Market: Mobile | |
| 1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 22009 | Product: candidate | Office: PHILADELPHIA | Total Spots: 29 |
| | Agency Order #: 7537349 | Service: Nielsen | Total CPE: \$0.00 |
| | Buyer: Inv'n, Michelle | Primary Demo: | Total GRP: |
| | Salesperson: SHEPARD RITZEN | Assistant: SHEPARD RITZEN | Traffic #: 892761 |
| | 215-567-7950 | 215-567-7950 | |
| Separation: | | | |

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

| 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 pgm 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 | GRP |
| | 100% | 29 | \$3,180.00 | N/A | 0.0 |
| Total | 100% | 29 | \$3,180.00 | N/A | 0.0 |

| 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# | \$ 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 |

| 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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| | Separation: | | |

| 7/14 - 7/17 | | | | | | | | | | | | | | |
|-------------|----------------|----|---------------------------------|----------|-----|-------------|------|------|------|--|-------------|----------|--------|------|
| # | 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 | 1P 0 | 1P 0 | | 0 | \$0.00 | \$0.00 | 0.0 |
| MSD 2 | M-F 5:30a-6a | | Fox 10 News @ 530A | \$75.00 | 30 | 0 | 0 | 1P 0 | 1P 0 | | 0 | \$0.00 | \$0.00 | 0.0 |
| MSD 3 | M-F 7:30a-8a | | Fox 10 News @ 7A | \$85.00 | 30 | 0 | 0 | 1P 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 | 1P 0 | 1P 0 | | 0 | \$0.00 | \$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 |
| MSD 6 | M-F 12n-1p | | Judge Mathis | \$55.00 | 30 | 0 | 0 | 1P 0 | 0 | | 0 | \$0.00 | \$0.00 | 0.0 |
| MSD 7 | M-F 3p-4p | | Dr. Phil | \$80.00 | 30 | 0 | 0 | 1P 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 | 1P 0 | 0 | | 0 | \$0.00 | \$0.00 | 0.0 |
| MSD 9 | M-F 6p-6:30p | | Jeopardy | \$325.00 | 30 | 0 | 0 | 1P 0 | 0 | | 0 | \$0.00 | \$0.00 | 0.0 |
| MSD 10 | M-F 6:30p-7p | | Wheel of Fortune | \$325.00 | 30 | 0 | 0 | 1P 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 | 1P 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 | 1P 0 | 0 | | 0 | \$0.00 | \$0.00 | 0.0 |
| MSD 13 | M-F 11p-11:30p | | Mom | \$25.00 | 30 | 0 | 0 | 1P 0 | 0 | | 0 | \$0.00 | \$0.00 | 0.0 |
| MSD 14 | Sa 7a-7:30a | | Fox 10 News Weekend Saturday 7A | \$40.00 | 30 | 1P 0 | 0 | 0 | 0 | | 0 | \$0.00 | \$0.00 | 0.0 |
| MSD 15 | Sa 9p-9:30p | | Fox 10 News @ 9P | \$50.00 | 30 | 1P 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 | 1P 0 | 0 | 0 | | 0 | \$0.00 | \$0.00 | 0.0 |
| MSD 17 | Su 9a-9:30a | | Voice of AL Politics | \$100.00 | 30 | 0 | 1P 0 | 0 | 0 | | 0 | \$0.00 | \$0.00 | 0.0 |
| MSD 18 | Su 8a-9a | | Fox News Sunday | \$40.00 | 30 | 0 | 1P 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 | 1P 0 | 0 | | 0 | \$0.00 | \$0.00 | 0.0 |
| MSD 20 | M 8p-9p | | 9-1-1 (R)-FOX | \$300.00 | 30 | 0 | 0 | 1P 0 | 0 | | 0 | \$0.00 | \$0.00 | 0.0 |



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| # | 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 6p-9p | | MLB Prime | \$100.00 | 30 | 1 | 0 | 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 | \$0.00 | \$0.00 | 0.0 | |
| MSD 23 | Su 10a-12n | | World Cup Soccer Final | \$150.00 | 30 | 0 | 2 | 0 | 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 | 1 | \$75.00 | \$0.00 | 0.0 | |
| MGD 30 | M-F 3p-4p | | Dr. Phil | \$200.00 | 30 | 0 | 0 | 0 | 1 | 0 | 1 | \$200.00 | \$0.00 | 0.0 | |
| MGD 31 | M-F 5p-5:30p | | Fox 10 News @ 5P | \$350.00 | 30 | 0 | 0 | 0 | 1 | 0 | 1 | \$350.00 | \$0.00 | 0.0 | |
| MGD 34 | M-F 9p-9:30p | | Fox 10 News @ 9P | \$450.00 | 30 | 0 | 0 | 0 | 1 | 0 | 1 | \$450.00 | \$0.00 | 0.0 | |
| MGD 35 | M-F 9:30p-10p | | Fox 10 News @ 930P | \$450.00 | 30 | 0 | 0 | 0 | 1 | 0 | 1 | \$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 | \$1,200.00 | \$0.00 | 0.0 | |
| MGD 42 | M 5a-5:30a | | news | \$140.00 | 30 | 0 | 0 | 0 | 1 | 0 | 1 | \$140.00 | \$0.00 | 0.0 | |
| MGD 43 | M 8a-8:30a | | news | \$225.00 | 30 | 0 | 0 | 0 | 1 | 0 | 1 | \$225.00 | \$0.00 | 0.0 | |
| TOTALS: | | | | | | 0 | 2 | 7 | 1 | 0 | 10 | \$3,180.00 | \$0.00 | 0.0 | |



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| | 215-567-7950 | 215-567-7950 | |
| Separation: | | | |

| Special Instructions | |
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| Date/Time | Added by | Comment |
|-------------------|-------------------|--|
| 07/16/18 10:33 AM | Michael Strickler | pre-empted due to Trump Special Report, credit due schedule end - 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 | | | | | |
|-----------------|-----------|-------|------------|-----|-----|
| Day/Time | % Distrib | Spots | Dollars | CPP | GRP |
| | 100% | 10 | \$3,180.00 | N/A | 0.0 |
| Total | 100% | 10 | \$3,180.00 | N/A | 0.0 |

| Monthly Summary | | |
|-----------------|-------|------------|
| Month | Spots | Dollars |
| 2018-Jul | 10 | \$3,180.00 |
| Total | 10 | \$3,180.00 |

| Transaction History | | | | | | |
|-----------------------------------|------------------|-------------------|-------------|-------|------------|---|
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| Queued for Electronic Contracting | 7/16/18 12:43 PM | | | | \$0 | \$0 |
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| 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 |
| 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 | \$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: 7/16/2018 at 12:01 PM Version: Highlighting Makegood 2 Status: Accepted

CPE: 320/405/4518 Flight: 7/14/18 - 7/17/18 Station: WALA
Total \$: \$3,410.00

Agency: STRATEGIC MEDIA Advertiser: Steve Marshall Office: PHILADELPHIA

1911 NORTH FT MYER Product: candidate

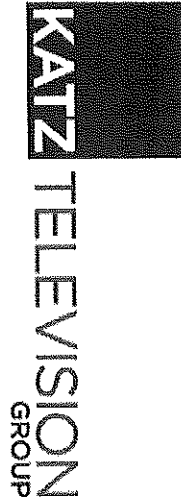
DRIVE Agency Order #: 7537349 Service: Nielsen

SUITE 400 Buyer: Irvin, Michelle Primary Demo: Total Spots: 24

ARLINGTON, VA Salesperson: SHEPARD RITZEN Total CPM: \$0.00

20009 Separation: 215-567-7950 Assistant: SHEPARD RITZEN Total GRP:

| # | Day/Time | DP | Program | Rate | Len | 7/14 | 7/15 | 7/16 | 7/17 | Total Spots | Total \$ | CPM | GRP |
|--------|---------------|----|----------------------------------|------------|-----|------|------|------|------|-------------|----------|--------|-----|
| MSD 5 | M-F 9a-10a | | Studio 10 | \$45.00 | 30 | 0 | 0 | 1 | 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 | \$0.00 | \$0.00 | 0.0 |
| MSD 30 | M-F 3p-4p | | Dr. Phil | \$200.00 | 30 | 0 | 0 | 1 | 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 | \$0.00 | \$0.00 | 0.0 |
| MSD 34 | M-F 9p-9:30p | | Fox 10 News @ 9P | \$450.00 | 30 | 0 | 0 | 1 | 0 | 0 | \$0.00 | \$0.00 | 0.0 |
| MSD 35 | M-F 9:30p-10p | | Fox 10 News @ 930P | \$450.00 | 30 | 0 | 0 | 1 | 0 | 0 | \$0.00 | \$0.00 | 0.0 |
| MSD 41 | Su 10a-12n | | World Cup Soccer Final | \$1,200.00 | 30 | 0 | 1 | 0 | 0 | 0 | \$0.00 | \$0.00 | 0.0 |
| MSD 42 | M 5a-5:30a | | news | \$140.00 | 30 | 0 | 0 | 1 | 0 | 0 | \$0.00 | \$0.00 | 0.0 |
| MSD 43 | M 8a-8:30a | | news | \$225.00 | 30 | 0 | 0 | 1 | 0 | 0 | \$0.00 | \$0.00 | 0.0 |
| MGD 44 | Tu 4:30a-5a | | Fox 10 News | \$60.00 | 30 | 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 | 1 | 1 | \$140.00 | \$0.00 | 0.0 |
| MGD 46 | Tu 5:30a-6a | | Fox 10 News | \$180.00 | 30 | 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 | 2 | 2 | \$500.00 | \$0.00 | 0.0 |
| MGD 48 | Tu 7a-7:30a | | Fox 10 News | \$275.00 | 30 | 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 | 1 | 1 | \$275.00 | \$0.00 | 0.0 |
| MGD 50 | Tu 8:30a-9a | | Fox 10 News | \$225.00 | 30 | 0 | 0 | 0 | 1 | 1 | \$225.00 | \$0.00 | 0.0 |
| MGD 51 | Tu 10a-11a | | The Real | \$100.00 | 30 | 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 | 3 | 3 | \$360.00 | \$0.00 | 0.0 |
| MGD 53 | Tu 12n-1p | | Judge Mathis | \$130.00 | 30 | 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 | 3 | 3 | \$330.00 | \$0.00 | 0.0 |



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 SUITE 400 ARLINGTON, VA 20009 | Product: candidate | Office: PHILADELPHIA | Total Spots: 24 |
| | Agency Order #: 7537349 | Service: Nielsen | Total CPM: \$0.00 |
| | Buyer: Ivin, Michelle | Primary Demo: | Total GRP: |
| | Salesperson: SHEPARD RITZEN | Assistant: SHEPARD RITZEN | |
| | Separation: | | |

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

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

Makegood Comments

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 Ritzten
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 Ritzten | | | 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 |
| Studio 10 <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 |
| Studio 10 <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 |
| World Cup Soccer Final Post-Game <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 |
| Dr. Phil <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 | CM | 7a-8a | -T----- | :30 | 1 | \$275.00 | PMT | 0.00 | NM | 1 | \$275.00 |
| | | | | M-F Fox 10 News at 7-8a | | (7:00 AM-7:30 AM) | | | | | | | | | |
| 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 | CM | 7a-8a | -T----- | :30 | 1 | \$275.00 | PMT | 0.00 | NM | 1 | \$275.00 |
| | | | | M-F Fox 10 News at 7-8a | | (7:30 AM-8:00 AM) | | | | | | | | | |
| 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 | CM | 8a-9a | -T----- | :30 | 1 | \$225.00 | PMT | 0.00 | NM | 1 | \$225.00 |
| | | | | M-F Fox 10 News at 8-9a | | (8:30 AM-9:00 AM) | | | | | | | | | |
| 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 | CM | 10a-11a | -T----- | :30 | 3 | \$100.00 | PMT | 0.00 | NM | 3 | \$300.00 |
| | | | | M-F 10-11a | | | | | | | | | | | |
| news | | | | | | | | | | | | | | | |
| | | <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 | CM | 11a-12p | -T----- | :30 | 3 | \$120.00 | PMT | 0.00 | NM | 3 | \$360.00 |
| | | | | M-F 11a-12p | | | | | | | | | | | |
| news | | | | | | | | | | | | | | | |
| | | <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 | CM | 12p-1p | -T----- | :30 | 3 | \$130.00 | PMT | 0.00 | NM | 3 | \$390.00 |
| | | | | M-F 12-1p | | | | | | | | | | | |
| news | | | | | | | | | | | | | | | |
| | | <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 | CM | 1p-2p | -T----- | :30 | 3 | \$110.00 | PMT | 0.00 | NM | 3 | \$330.00 |
| | | | | M-F 1-2p | | | | | | | | | | | |
| news | | | | | | | | | | | | | | | |
| | | <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 | CM | 2p-3p | -T----- | :30 | 3 | \$110.00 | PMT | 0.00 | NM | 3 | \$330.00 |
| | | | | M-F 2-3p | | | | | | | | | | | |
| news | | | | | | | | | | | | | | | |
| | | <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 |