



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25137563	<b>Changes as of:</b> 10/14/2016 at 7:31 PM	<b>Version:</b> Highlighting Revision 3
<b>CPE:</b> 750/760/4563	<b>Flight:</b> 11/1/16 - 11/7/16	<b>Station:</b> WKBN
<b>Agency:</b> TARGETED PLATFORM MEDIA	<b>Advertiser:</b> Priorities Usa Action	<b>Market:</b> Youngstown-Warren
650 Massachusetts Avenue, NW	<b>Product:</b> TV	<b>Office:</b> WASHINGTON
Washington, DC 20001	<b>Agency Order #:</b> 4923828	<b>Primary Demo:</b> Adults 35+
	<b>Buyer:</b> Welsh, Kathryn	<b>Con Type:</b> POLITICAL/VOTE
	<b>Salesperson:</b> RACHELLE RAY - Washington DC 202-872-5880	<b>Assistant:</b> RACHELLE RAY - Washington DC 202-872-5880
		<b>Total \$:</b> \$31,895.00
		<b>Total Spots:</b> 30
		<b>Total CPP:</b> \$0.00
		<b>Total GRP:</b>
		<b>Traffic #:</b> 842421
		<b>Separation:</b>

Comments: RVSD TO APPLY AGY CXL; RVSD TTL= \$31,895.00.

ALSO NOTE, FLIGHT CAN RUN THRU 4PM ELECTION DAY.

#	Day/Time	DP	Program	Rate	A35P Rating	Len	11/1	11/1 - 11/1	Total Spots	Total \$	CPP	GRP
✓ REV- 1	Tu-F,M 7a-9a		CBS This Morning	\$330.00	0	30	5 ▶ 3		3	\$990.00	\$0.00	0.0
✓ REV- 2	Tu-F,M 6a-7a		First News At 6AM	\$450.00	0	30	4 ▶ 3		3	\$1,350.00	\$0.00	0.0
✓ CAN 3	Tu-F,M 11a-12n		Price Is Right	<del>\$360.00</del>	0	30	4		4	<del>\$1,440.00</del>	<del>\$0.00</del>	<del>0.0</del>
✓ CAN 4	Tu-F,M 9a-10a		The Doctors	<del>\$160.00</del>	0	30	4		4	<del>\$640.00</del>	<del>\$0.00</del>	<del>0.0</del>
✓ REV- 5	Tu-F,M 12n-12:30p		1st News At Noon	\$585.00	0	30	4 ▶ 3		3	\$1,755.00	\$0.00	0.0
✓ CAN 6	Tu-F,M 12:30p-2p		CBS Soap Operas	<del>\$385.00</del>	0	30	4		4	<del>\$1,540.00</del>	<del>\$0.00</del>	<del>0.0</del>
✓ CAN 7	Tu-F,M 10a-11a		Let's Make A Deal	<del>\$340.00</del>	0	30	3		3	<del>\$1,020.00</del>	<del>\$0.00</del>	<del>0.0</del>
✓ CAN 8	Tu-F,M 2p-3p		The Talk	<del>\$295.00</del>	0	30	3		3	<del>\$885.00</del>	<del>\$0.00</del>	<del>0.0</del>
✓ REV- 9	Tu-F,M 5p-5:30p		1st News At 5PM	\$750.00	0	30	4 ▶ 3		3	\$2,250.00	\$0.00	0.0
✓ REV- 10	Tu-F,M 5:30p-6p		1st News At 530PM	\$750.00	0	30	4 ▶ 3		3	\$2,250.00	\$0.00	0.0
✓ REV+ 11	Su 6p-6:30p		1st News At 6PM	\$750.00	0	30	0 ▶ 1		1	\$750.00	\$0.00	0.0
✓ 12	Tu-F,M 6p-6:30p		1st News At 6PM	\$1,200.00	0	30	2		2	\$2,400.00	\$0.00	0.0
✓ REV- 13	Tu-F,M 7p-7:30p		Wheel Of Fortune	\$1,200.00	0	30	4 ▶ 2		2	\$2,400.00	\$0.00	0.0
✓ 14	Tu-F,M 7:30p-8p		Jeopardy	\$1,200.00	0	30	2		2	\$2,400.00	\$0.00	0.0
✓ 15	F 10p-11p		Blue Bloods-CBS	\$2,600.00	0	30	1		1	\$2,600.00	\$0.00	0.0
✓ 16	Tu 8p-9p		NCIS-CBS	\$4,500.00	0	30	1		1	\$4,500.00	\$0.00	0.0
✓ CAN 17	Su 9p-10p		Madam Secretary-CBS	<del>\$3,000.00</del>	0	30	4		4	<del>\$3,000.00</del>	<del>\$0.00</del>	<del>0.0</del>
✓ 18	Su 7p-8p		60 Minutes-CBS	\$4,000.00	0	30	1		1	\$4,000.00	\$0.00	0.0
✓ 19	Tu-F,M 11p-11:35p		1st News At 11PM	\$1,200.00	0	30	2		2	\$2,400.00	\$0.00	0.0





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	<b>Product:</b> TV	<b>Office:</b> WASHINGTON	<b>Total CPP:</b> \$0.00
	<b>Agency Order #:</b> 4923828	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b>
	<b>Buyer:</b> Welsh, Kathryn	<b>Con Type:</b> POLITICAL/VOTE	<b>Traffic #:</b> 842421
	<b>Salesperson:</b> RACHELLE RAY - Washington DC 202-872-5880	<b>Assistant:</b> RACHELLE RAY - Washington DC 202-872-5880	<b>Separation:</b>

#	Day/Time	DP	Program	Rate	A35P Rating	Len	11/1 - 11/1		Total Spots	Total \$	CPP	GRP
							11/1					
20	Su 9a-10:30a		CBS Sunday Morning	\$450.00	0	30	1		1	\$450.00	\$0.00	0.0
21	Sa 8a-10a		CBS Saturday Morning	\$400.00	0	30	1		1	\$400.00	\$0.00	0.0
22	Su 10:30a-11a		Face The Nation	\$1,000.00	0	30	1		1	\$1,000.00	\$0.00	0.0
<b>TOTALS:</b>							30		30	\$31,895.00	\$0.00	0.0



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			<b>Separation:</b>

<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
10/14/16 7:31 PM	GOTOSTRATA\Ray	RVSD TO APPLY AGY CXL; RVSD TTL= \$31,895.00.
10/01/16 1:00 PM	RACHELLE RAY - Washington DC	ALSO NOTE, FLIGHT CAN RUN THRU 4PM ELECTION DAY. RVSD TO MKGD SUN 6P NEWS INTO WKDAY 530P NEWS.
09/27/16 3:32 PM	Jim Dreistadt	9/27 -SEE LINE 11  LINE 11 SU 6-630P 11/6 1X \$750 - NEWS - NA DUE TO NFL DOUBLE HEADER NO NEWS AIRING MAKEGOOD: TU-F,M 530-6P 11/1 1X \$750 - NEWS  PLEASE APPROVE THANKS JIM
08/19/16 4:14 PM	LAILA DAFTARI	**EXTEND one day to 11/8 at 4pm;Separation: 30
08/03/16 3:13 PM	Jim Dreistadt	8/3 - SEE LINE 17 FOR PROGRAM CHANGE  LINE 17 SUN 8-9P 11/6 1X \$3000 - MADAM SECRETARY PROGRAM MOVES TO 9P MAKEGOOD OPTION - CHOOSE 1 SUN 8-9P 11/6 1X \$3000 - NCIS LA OR SUN 9-10P 11/6 1X \$3000 - MADAM SECRETARY  PLEASE APPROVE THANKS JIM
03/31/16 4:31 PM	BILL THOMAS	**EXTEND one day to 11/8 at 4pm;Separation: 30

Competitive Information	
<b>Market Budget:</b>	\$107,774
<b>WKBN Share:</b>	42%
<b>Comment:</b>	
<b>WFMJ:</b>	49%
<b>WYFX:</b>	1%
<b>WYTV:</b>	8%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	30	\$31,895.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>30</b>	<b>\$31,895.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2016-Nov	30	\$31,895.00
<b>Total</b>	<b>30</b>	<b>\$31,895.00</b>