



125 West 55th St
New York, NY 10019

Contract # 25137563 **Changes as of:** 10/14/2016 at 7:31 PM **Version:** Highlighting Revision 3

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

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		Total Spots	Total \$	CPP	GRP
							11/1					
✓ 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	\$360.00	0	30	4		4	\$1,440.00	\$0.00	0.0
✓ CAN 4	Tu-F,M 9a-10a		The Doctors	\$160.00	0	30	4		4	\$640.00	\$0.00	0.0
✓ 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	\$385.00	0	30	4		4	\$1,540.00	\$0.00	0.0
✓ CAN 7	Tu-F,M 10a-11a		Let's Make A Deal	\$340.00	0	30	3		3	\$1,020.00	\$0.00	0.0
✓ CAN 8	Tu-F,M 2p-3p		The Talk	\$295.00	0	30	3		3	\$985.00	\$0.00	0.0
✓ 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	\$3,000.00	0	30	4		4	\$3,000.00	\$0.00	0.0
✓ 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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Agency Order #: 4923828	Product: TV	Office: WASHINGTON
Buyer: Welsh, Kathryn	Primary Demo: Adults 35+	Total \$: \$31,895.00
Salesperson: RACHELLE RAY - Washington DC 202-872-5880	Con Type: POLITICAL/VOTE	Total Spots: 30
	Assistant: RACHELLE RAY - Washington DC 202-872-5880	Total CPP: \$0.00
		Total GRP:
		Traffic #: 842421
		Separation:

#	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
TOTALS:							30		30	\$31,895.00	\$0.00	0.0



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/14/16 7:31 PM	GOTOSTRATAIRray	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	
Market Budget:	\$107,774
WKBN Share:	42%
Comment:	
WFMJ:	49%
WYFX:	1%
WYTV:	8%

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

Monthly Summary		
Month	Spots	Dollars
2016-Nov	30	\$31,895.00
Total	30	\$31,895.00