



KFXA  
600 Old Marion Rd NE  
Cedar Rapids, IA 52402

Del Cielo Media  
1427 Leslie Ave  
Alexandria, VA 22301

## Contract # 3737743

**Schedule Dates** 03/25/19-03/28/19  
**Advertiser** Real Coalition (129826)  
**Agency** Del Cielo Media (11175)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** REALC/ORDR/325331 (1163533)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name**  
**Phone/Fax** /  
**CPE** REAL/ORDR/325331  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** ORDR BEN WILMETH  
NEW ORDER ESTIMATE 318324 FLIGHT 3/25 rlevine@delcielome  
dia.com 571-585-8781

**Date Entered** 03/22/19  
**Last Modified** 03/22/19  
**Entered By** Kelli Witzigreuter  
**CO-OP** No  
**External #** ECR26398889  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$258.00  
**Net Total** \$1,462.00  
**Sales Tax**

## Cedar Rapids (KFXA)

By Broadcast Month	Spots	Rate
Mar. 2019	18	\$1,720.00
<b>Grand Total:</b>	<b>18</b>	<b>\$1,720.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1 - 1.1)	03/25/19-03/27/19	1	:30	4:58P- Family Feud		1	1	1					3	\$100.00	\$300.00	Cedar Rapids (KFXA)	feud	3/22/19
2.0	Normal Line / SPOT (3 - 1.1)	03/25/19-03/27/19	1	:30	5:28P- Family Feud 2		1	1	1					3	\$100.00	\$300.00	Cedar Rapids (KFXA)	feud	3/22/19
3.0	Normal Line / News (5 - 0.4)	03/25/19-03/27/19	1	:30	7A- News-Fox News at 7am		1	1	1					3	\$40.00	\$120.00	Cedar Rapids (KFXA)	7a	3/22/19
4.0	Normal Line / News (7 - .4)	03/25/19-03/27/19	1	:30	7:30A- News-Fox News at 7am		1	1	1					3	\$40.00	\$120.00	Cedar Rapids (KFXA)	7a	3/22/19
5.0	Normal Line / SPOT (2 - 1.1)	03/28/19-03/28/19	1	:30	4:58P- Family Feud					1				1	\$100.00	\$100.00	Cedar Rapids (KFXA)	feud	3/22/19
6.0	Normal Line / SPOT (4 - 1.1)	03/28/19-03/28/19	1	:30	5:28P- Family Feud 2					1				1	\$100.00	\$100.00	Cedar Rapids (KFXA)	feud	3/22/19
7.0	Normal Line / News (6 - .4)	03/28/19-03/28/19	1	:30	7A- News-Fox News at 7am					1				1	\$40.00	\$40.00	Cedar Rapids (KFXA)	7a	3/22/19
8.0	Normal Line / News (8 - .4)	03/28/19-03/28/19	1	:30	7:30A- News-Fox News at 7am					1				1	\$40.00	\$40.00	Cedar Rapids (KFXA)	7a	3/22/19
9.0	Normal Line / Prime (9 - 4.1)	03/28/19-03/28/19	1	:30	7P- 8P (CST)					1				1	\$300.00	\$300.00	Cedar Rapids (KFXA)		3/22/19
10.0	Normal Line / Prime (10 - 5.2)	03/28/19-03/28/19	1	:30	8P- 9P (CST)					1				1	\$300.00	\$300.00	Cedar Rapids (KFXA)		3/22/19

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		<i>Reg Huggart</i>	3/25/19	

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.

# 3737743

125 West 55th St  
New York, NY 10019

<b>Contract #</b> 26398889	<b>Changes as of:</b> 3/22/2019 at 1:04 PM	<b>Version:</b> Current State Version 1
<b>CPE:</b> REALC/ORDR/325331	<b>Flight:</b> 3/25/19 - 3/31/19	<b>Station:</b> KFXA
<b>Agency:</b> DEL CIELO MEDIA	<b>Advertiser:</b> REAL Coalition	<b>Market:</b> Cedar Rapids
1427 LESLIE AVENUE	<b>Product:</b> ORDR	<b>Office:</b> WASHINGTON
SUITE 102	<b>Agency Order #:</b> 30061312	<b>Service:</b> Nielsen
ALEXANDRIA, VA 22301	<b>Buyer:</b> LEVINE, RANDE	<b>Primary Demo:</b> Adults 35+
	<b>Salesperson:</b> BEN WILMETH 202-955-5342	<b>Assistant:</b> BEN WILMETH 202-955-5342
	<b>Separation:</b>	
<b>Comments:</b> NEW ORDER ESTIMATE 325331 M-TH ONLY DO NOT DOUBLE BOOK PAYMENT TO FOLLOW ASAP rlevine@delcielomedia.com 571-585-8781		

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	Len	3/25 - 3/31							Total Spots	Total \$	CPP*	GRP*
								3/25	3/26	3/27	3/28	3/29	3/30	3/31				
1	M-F 5p-5:30p		FAMILY FEUD	\$100.00	1.1	4,700	30	1	1	1	0	0	0	0	3	\$300.00	\$90.91	3.3
2	M-F 5p-5:30p		FAMILY FEUD	\$100.00	1.1	4,700	30	0	0	0	1	0	0	0	1	\$100.00	\$90.91	1.1
3	M-F 5:30p-6p		FAMILY FEUD	\$100.00	1.1	4,900	30	1	1	1	0	0	0	0	3	\$300.00	\$90.91	3.3
4	M-F 5:30p-6p		FAMILY FEUD	\$100.00	1.1	4,900	30	0	0	0	1	0	0	0	1	\$100.00	\$90.91	1.1
5	M-F 7a-7:30a		FOX 28 NEWS @ 7-8AM	\$40.00	0.4	1,800	30	1	1	1	0	0	0	0	3	\$120.00	\$100.00	1.2
6	M-F 7a-7:30a		FOX 28 NEWS @ 7-8AM	\$40.00	0.4	1,800	30	0	0	0	1	0	0	0	1	\$40.00	\$100.00	0.4
7	M-F 7:30a-8a		FOX 28 NEWS @ 7-8AM	\$40.00	0.4	1,900	30	1	1	1	0	0	0	0	3	\$120.00	\$100.00	1.2
8	M-F 7:30a-8a		FOX 28 NEWS @ 7-8AM	\$40.00	0.4	1,900	30	0	0	0	1	0	0	0	1	\$40.00	\$100.00	0.4
9	Th 7p-8p		LAST MAN STANDING(R)	\$300.00	4.1	18,300	30	0	0	0	1	0	0	0	1	\$300.00	\$73.17	4.1
10	Th 8p-9p		LAST MAN STANDING(R)	\$300.00	5.2	22,900	30	0	0	0	1	0	0	0	1	\$300.00	\$57.69	5.2
<b>TOTALS:</b>								<b>4</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>18</b>	<b>\$1,720.00</b>	<b>\$80.75</b>	<b>21.3</b>



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 26398889	<b>Changes as of:</b> 3/22/2019 at 1:04 PM	<b>Version:</b> Current State Version 1	
<b>CPE:</b> REALC/ORDR/325331	<b>Flight:</b> 3/25/19 - 3/31/19	<b>Station:</b> KFXA	<b>Con Type:</b> POLITICAL/VOTE
<b>Agency:</b> DEL CIELO MEDIA	<b>Advertiser:</b> REAL Coalition	<b>Market:</b> Cedar Rapids	<b>Total \$:</b> \$1,720.00
1427 LESLIE AVENUE	<b>Product:</b> ORDR	<b>Office:</b> WASHINGTON	<b>Total Spots:</b> 18
SUITE 102	<b>Agency Order #:</b> 30061312	<b>Service:</b> Nielsen	<b>Total CPP:</b> \$80.75
ALEXANDRIA, VA	<b>Buyer:</b> LEVINE, RANDE	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b> 21.3
22301			
	<b>Salesperson:</b> BEN WILMETH	<b>Assistant:</b> BEN WILMETH	
	202-955-5342	202-955-5342	
	<b>Separation:</b>		

<b>Special Instructions</b>	
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Order Level Comments		
<b>Date/Time</b>	<b>Added by</b>	<b>Comment</b>
03/22/19 1:04 PM	BEN WILMETH	NEW ORDER ESTIMATE 325331 M-TH ONLY DO NOT DOUBLE BOOK PAYMENT TO FOLLOW ASAP rlevine@delcielomedia.com 571-585-8781

Competitive Information	
<b>Market Budget:</b>	\$24,571
<b>KFXA Share:</b>	7%
<b>Comment:</b>	EST
<b>Unknown:</b>	93%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	18	\$1,720.00	\$80.75	21.3
<b>Total</b>	<b>100%</b>	<b>18</b>	<b>\$1,720.00</b>	<b>\$80.75</b>	<b>21.3</b>

Monthly Summary		
Month	Spots	Dollars
2019-Mar	18	\$1,720.00
<b>Total</b>	<b>18</b>	<b>\$1,720.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	3/22/19 1:53 PM					\$0	\$0	
Queued for Electronic Contracting	3/22/19 1:04 PM					\$0	\$0	
New	3/22/19 1:03 PM	BEN WILMETH	New	18		\$1,720.00	\$1,720.00	

<b>Non-Discrimination Policy</b>	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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