

Rep Order# 7913435 Ver# 5 Status Revised

Traffic Order#

Printed: 10/22/2012 3:58 PM
Last Received: 10/22/2012 1:07 PM
Showing Buylines: All Lines

1 of 3

Station WREG-TV MEMPHIS
Advertiser () PHILLIPS, FLIP
Product PHILLIPS/SMS COURT
Estimate# 2950
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2950
Flight Dates 10/17/2012 - 10/27/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRAN BERG
Salesperson Phone# 202-872-1155
Salesperson FAX# 202-872-8745

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** 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 COMMUNICATIONS, INC. (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.

--- REMARKS ---

REV ORD TO SHOW CX 1X ON LN 5 DUE NA & ADD NEW LN 20 AS
MKGD. CNT TTL REM THE SAME
PLS CFM, THANKS! BRITTNEY

LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
	1	W-F	6A-7A	6A NEWS	10/17-10/19	:30	3	\$350.00	3
		Buyline Comment: 1/DAY							
	2	M-F	6A-7A	6A NEWS	10/22-10/26	:30	5	\$350.00	5
		Buyline Comment: 1/DAY							
	3	W-F	7A-9A	7A NEWS	10/17-10/19	:30	3	\$150.00	3
		Buyline Comment: 1/DAY							
	4	M-F	7A-9A	7A NEWS	10/22-10/26	:30	5	\$150.00	5
		Buyline Comment: 1/DAY							
	*5	SU	5P-6P	SUN 5P NEWS	10/21-10/21	:30	0	\$300.00	0
		Sales Remark: V5 CX 1X 10/21 DUE NA D/T NFL							
		V5 Comment Changed, Spots/week Changed							
	6	SA	6P-630P	SAT 6P NEWS	10/20-10/27	:30	1	\$300.00	2
	7	SA	630P-7P	INFORMED SRCS	10/20-10/27	:30	1	\$200.00	2

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LT	Ln	Day	Time	Program	Dates	Len	Spots/Week	Rate	Total Spots
	8	W-F	10P-1035P	10P NEWS	10/17-10/19	:30	3	\$500.00	3
	Buyline Comment: 1/DAY								
	9	M-F	10P-1035P	10P NEWS	10/22-10/26	:30	5	\$500.00	5
	Buyline Comment: 1/DAY								
	10	SA	6A-9A	DAYBREAK SAT	10/20-10/27	:30	1	\$150.00	2
	12	SU	8A-930A	CBS SUN MORN	10/21-10/21	:30	1	\$350.00	1
	13	M	530P-6P	530P NEWS	10/22-10/22	:30	1	\$1,000.00	1
	14	W-F	6P-630P	6P NEWS	10/17-10/19	:30	3	\$450.00	3
	Buyline Comment: 1/DAY								
	15	M-F	6P-630P	6P NEWS	10/22-10/26	:30	5	\$450.00	5
	Buyline Comment: 1/DAY								
	16	SA	1105P-1205A	CRIM MINDS	10/20-10/20	:30	1	\$110.00	1
	17	SA	10P-1035P	SAT 10P NEWS	10/20-10/27	:30	1	\$400.00	2
	18	SU	10P-1035P	SUN 10P NEWS	10/21-10/21	:30	1	\$500.00	1
	19	W	530P-6P	530P NEWS	10/24-10/24	:30	1	\$1,000.00	1
	*20	TU	4P-5P	4P NEWS	10/23-10/23	:30	1	\$300.00	1
	Sales Remark: V5 ADD AS MKGD								
	V5 Added								

---REPORT TOTALS---

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EC'd Yes

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Report Totals: 46 / \$16,960.00

---SALES MONTHLY TOTALS---

Oct 12: 46 / \$16,960.00

Sales Totals: 46 / \$16,960.00

Station Totals: 46 / \$16,960.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$56,533

CABL	0%	CBIA	0%	CBIB	0%	INTA	0%	INTB	0%
UNKN	70%	WHBQ	0%	WLMT	0%	WMC	0%	WPTY	0%
WPXX	0%	WREG	30%						

Books null
Demos RA35+