



125 West 55th St
New York, NY 10019

Contract # 26574502	Changes as of: 10/22/2019 at 2:47 PM	Version: Current State Version 4
CPE: BEVIN/ORDR/C22C28	Flight: 10/22/19 - 10/28/19	Station: WSIL
Agency: Smart Media Group 1427 LESLIE AVE SUITE #102 ALEXANDRIA, VA 22301	Advertiser: Bevin, Matt Product: ordr Agency Order #: 30062606 Buyer: Dome, Patricia	Market: Paducah Office: WASHINGTON Service: Nielsen Primary Demo: Adults 35+
	Salesperson: ERIN SCHUMACHER 212-424-6620	Assistant: ERIN SCHUMACHER 212-424-6620
	Separation:	Traffic #: 12328
	Comments: REVISED order for 10/22-10/28. WSIL All spots have been canceled 10.25-10.28 Payment was made through 10/24 Please Confirm . Thanks Thank you!	Con Type: POLITICAL/VOTE Total \$: \$2,305.00 Total Spots: 46 Total CPP: \$27.74 Total GRP: 83.1

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	Len	10/22 - 10/28							Total Spots	Total \$	CPP*	GRP*
								10/22	10/23	10/24	10/25	10/26	10/27	10/28				
1	M-F 11a-12n		25 WORDS OR LESS	\$15.00	1.6	7,600	30	2	2	2	0	0	0	0	6	\$90.00	\$9.38	9.6
2	M-F 9a-10a		RACHAEL RAY	\$25.00	2.3	10,800	30	2	2	2	0	0	0	0	6	\$150.00	\$10.87	13.8
3	M-F 2p-3p		DR. OZ	\$15.00	1.1	5,200	30	2	2	2	0	0	0	0	6	\$90.00	\$13.64	6.6
4	M-F 12n-1p		STRAHAN AND SARA	\$25.00	1.4	6,500	30	2	2	2	0	0	0	0	6	\$150.00	\$17.86	8.4
5	Su 7a-8a		GOOD MORNING AMERICA	\$50.00	1.9	9,100	30	0	0	0	0	0	0	0	0	\$0.00	\$26.32	0.0
6	Sa 7a-8a		GOOD MORNING AMERICA	\$50.00	2.1	10,100	30	0	0	0	0	0	0	0	0	\$0.00	\$23.81	0.0
7	M-F 7a-9a		GOOD MORNING AMERICA	\$95.00	2.9	14,000	30	1	1	1	0	0	0	0	3	\$285.00	\$32.76	8.7
8	Su 8a-9a		THIS WEEK WITH GEORG	\$85.00	1.3	6,200	30	0	0	0	0	0	0	0	0	\$0.00	\$65.38	0.0
9	Su 5:30p-6p		ABC WORLD NEWS SUNDA	\$225.00	3.6	17,000	30	0	0	0	0	0	0	0	0	\$0.00	\$62.50	0.0
10	M-F 5:30p-6p		ABC WORLD NEWS TONIG	\$350.00	4.8	23,200	30	1	1	1	0	0	0	0	3	\$1,050.00	\$72.92	14.4
11	M-F 12:06a-1:06a		SEINFELD (2X)	\$15.00	1.1	5,400	30	2	2	2	0	0	0	0	6	\$90.00	\$13.64	6.6
12	Su 12m-1a		MAJOR CRIMES	\$10.00	1.0	4,800	30	0	0	0	0	0	0	0	0	\$0.00	\$10.00	0.0
13	Sa 10:30p-11:30p		NCIS: NEW ORLEANS	\$25.00	2.0	9,400	30	0	0	0	0	0	0	0	0	\$0.00	\$12.50	0.0
14	M-F 11:37p-12:06a		NIGHTLINE	\$25.00	1.5	6,300	30	1	2	1	0	0	0	0	4	\$100.00	\$16.67	6.0
15	M-F 10:35p-11:37p		JIMMY KIMMEL LIVE	\$50.00	1.5	7,300	30	2	2	2	0	0	0	0	6	\$300.00	\$33.33	9.0
16	Su 10:30p-11p		SEINFELD	\$50.00	1.5	7,100	30	0	0	0	0	0	0	0	0	\$0.00	\$33.33	0.0
17	Sa 6:30p-7p		SEINFELD	\$30.00	1.3	6,300	30	0	0	0	0	0	0	0	0	\$0.00	\$23.08	0.0
18	Sa 6:30p-10p		ABC SATURDAY NIGHT B	\$100.00	2.0	9,700	30	0	0	0	0	0	0	0	0	\$0.00	\$50.00	0.0
TOTALS:								15	16	15	0	0	0	0	46	\$2,305.00	\$27.74	83.1



125 West 55th St
New York, NY 10019

Contract # 26574502	Changes as of: 10/22/2019 at 2:47 PM	Version: Current State Version 4
CPE: BEVIN/ORDR/C22C28	Flight: 10/22/19 - 10/28/19	Station: WSIL
Agency: Smart Media Group 1427 LESLIE AVE SUITE #102 ALEXANDRIA, VA 22301	Advertiser: Bevin, Matt Product: ordr Agency Order #: 30062606 Buyer: Dome, Patricia	Market: Paducah Office: WASHINGTON Service: Nielsen Primary Demo: Adults 35+
Salesperson: ERIN SCHUMACHER 212-424-6620	Assistant: ERIN SCHUMACHER 212-424-6620	Con Type: POLITICAL/VOTE Total \$: \$2,305.00 Total Spots: 46 Total CPP: \$27.74 Total GRP: 83.1 Traffic #: 12328
Separation:		

Special Instructions	
-----------------------------	--

Order Level Comments		
Date/Time	Added by	Comment
10/22/19 2:47 PM	System	Notice Received.
10/22/19 1:21 PM	GOTOSTRATA\eschumacher	REVISED order for 10/22-10/28. WSIL All spots have been canceled 10.25-10.28 Payment was made through 10/24 Please Confirm . Thanks Thank you!
10/17/19 12:04 PM	ERIN SCHUMACHER	Canceled by new revision
10/03/19 10:41 AM	Brenda Hines	Line 17 Sa 6:30-7P Seinfeld N/A-Program Change. Sa College FB airs 11A-10P. MG offer Lines 19-21.
09/12/19 11:48 AM	ERIN SCHUMACHER	Bevin for Governor CONFIRM RECEIPT NO SPOTS ON 9/11. NOON CUTOFF 11/5
08/15/19 2:28 PM	System	Notice Received.
08/14/19 2:09 PM	ERIN SCHUMACHER	Bevin for Governor CONFIRM RECEIPT NO SPOTS ON 9/11. NOON CUTOFF 11/5

Competitive Information	
Market Budget:	\$47,150
WSIL Share:	10%
Comment:	share estimated
Unknown:	90%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	46	\$2,305.00	\$27.74	83.1
Total	100%	46	\$2,305.00	\$27.74	83.1

Monthly Summary		
Month	Spots	Dollars
2019-Oct	46	\$2,305.00
2019-Nov	0	\$0.00
Total	46	\$2,305.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/22/19 1:21 PM	GOTOSTRATA\eschumacher	Confirmed		44	\$-2,410.00	\$2,305.00	Changes: Comments from Bevin for Governor CONFIRM RECEIPT NO SPOTS ON 9/11. NOON CUTOFF 11/5 to REVISED order for 10/22-10/28. WSIL All spots have been canceled 10.25-10.28 Payment was made through 10/24 Please Confirm . Thanks Thank you! , Total \$ from \$4,715.00 to \$2,305.00, Total GRPs from 164.8 to 83.1, Total Spots from 90 to 46, Total CPP from \$28.61 to \$27.74. 17 buylines added or modified.
Revision	10/17/19 12:04 PM	ERIN SCHUMACHER	Confirmed		7	\$-2,040.00	\$4,715.00	Changes: Calculated Dollars from \$6,755.00 to \$4,715.00, Total CPP from \$35.78 to \$28.61, Competitive Market Budget from \$67,900 to \$47,150, Total Spots from 98 to 90, Total GRPs from 188.8 to 164.8, Total \$ from \$6,755.00 to \$4,715.00, Origuser Entered Dollars to \$6,755.00, User Entered \$ from \$0.00 to \$4,715.00. 7 buylines added or modified.
Makegood 1	10/3/19 10:41 AM	Brenda Hines	Canceled	3	2	\$0	\$6,755.00	Changes: Total Spots from 97 to 98, Total GRPs from 192.9 to 188.8, Total CPP from \$35.20 to \$35.78, Total GIMPs from 0 to 189, Total CPM from \$0.00 to \$35,778.60. 4 buylines added or modified.
Revision	9/12/19 11:48 AM	ERIN SCHUMACHER	Confirmed			\$0	\$6,755.00	Changes: Origoffice Id to 109, Office from NEW YORK to WASHINGTON.
Queued for Electronic Contracting	8/14/19 2:22 PM					\$0	\$0	
New	8/14/19 2:09 PM	ERIN SCHUMACHER	Confirmed	97		\$6,755.00	\$6,755.00	



125 West 55th St
New York, NY 10019

Contract # 26574502	Changes as of: 10/22/2019 at 2:47 PM	Version: Current State Version 4	
CPE: BEVIN/ORDR/C22C28	Flight: 10/22/19 - 10/28/19	Station: WSIL	Con Type: POLITICAL/VOTE
Agency: Smart Media Group 1427 LESLIE AVE SUITE #102 ALEXANDRIA, VA 22301	Advertiser: Bevin, Matt Product: ordr Agency Order #: 30062606 Buyer: Dome, Patricia	Market: Paducah Office: WASHINGTON Service: Nielsen Primary Demo: Adults 35+	Total \$: \$2,305.00 Total Spots: 46 Total CPP: \$27.74 Total GRP: 83.1
	Salesperson: ERIN SCHUMACHER 212-424-6620	Assistant: ERIN SCHUMACHER 212-424-6620	Traffic #: 12328
	Separation:		

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.