



125 West 55th St
New York, NY 10019

Contract # 26224477	Changes as of: 10/17/2018 at 6:27 AM	Version: Current State Version 1
CPE: 450/553/7127	Flight: 10/23/18 - 10/29/18	Station: KRCR
Agency: MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	Advertiser: No On Prop 10 - A Flawed Initiative Product: MCAB18	Market: Chico
	Agency Order #: 7859963	Office: WASHINGTON
	Buyer: Shnekat, Shannon	Service: Nielsen
	Salesperson: KENNETH MIELE 202-955-5342	Primary Demo: Adults 18+
	Separation:	Assistant: KENNETH MIELE 202-955-5342
		Con Type: POLITICAL/VOTE
		Total \$: \$5,450.00
		Total Spots: 13
		Total CPP: \$56.42
		Total GRP: 96.6

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A18P Rating	Len	10/23 - 10/29							Total Spots	Total \$	CPP*	GRP*
							10/23	10/24	10/25	10/26	10/27	10/28	10/29				
1	Tu-F,M 7a-9a		GOOD MORNING AMERICA	\$500.00	7.2	30	1	1	0	0	0	0	1	3	\$1,500.00	\$69.44	21.6
Target 332 Index: 112. Nielsen: 3.2																	
2	Tu-F,M 5:30p-6p		KRCR NEWS CHANNEL 7 AT 5:30PM	\$700.00	13.3	30	0	0	0	0	0	0	1	1	\$700.00	\$52.63	13.3
Target 332 Index: 118. Nielsen: 6.7																	
3	Tu-F,M 6:30p-7p		KRCR NEWS CHANNEL 7 AT 6:30PM	\$600.00	10.3	30	0	1	1	1	0	0	0	3	\$1,800.00	\$58.25	30.9
Target 332 Index: 117. Nielsen: 5.7																	
4	Tu-F,M 7p-7:30p		ENTERTAINMENT TONIGHT	\$100.00	5.7	30	0	1	0	0	0	0	1	2	\$200.00	\$17.54	11.4
Target 332 Index: 112. Nielsen: 1.4																	
5	W 10p-11p		A MILLION LITTLE THINGS-ABC	\$350.00	4.7	30	0	1	0	0	0	0	0	1	\$350.00	\$74.47	4.7
Target 332 Index: 116. Nielsen: 1																	
6	F 10p-11p		20/20-ABC	\$250.00	3.5	30	0	0	0	1	0	0	0	1	\$250.00	\$71.43	3.5
Target 332 Index: 112. Nielsen: 1.2																	
7	Sa 4:30p-8p		ABC BIG TEN FOOTBALL	\$325.00	5.6	30	0	0	0	0	2	0	0	2	\$650.00	\$58.04	11.2
Target 332 Index: 126. Nielsen: 2																	
TOTALS:							1	4	1	2	2	0	3	13	\$5,450.00	\$56.42	96.6



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/17/18 6:27 AM	KENNETH MIELE	Separation: 30

Competitive Information	
Market Budget:	\$13,293
KRCR Share:	41%
Comment:	
Unknown:	59%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	13	\$5,450.00	\$56.42	96.6
Total	100%	13	\$5,450.00	\$56.42	96.6

Monthly Summary		
Month	Spots	Dollars
2018-Oct	10	\$4,150.00
2018-Nov	3	\$1,300.00
Total	13	\$5,450.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	10/17/18 9:16 AM					\$0	\$0	
New	10/17/18 6:27 AM	KENNETH MIELE	New	13		\$5,450.00	\$5,450.00	

Non-Discrimination Policy	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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