



125 West 55th St
New York, NY 10019

Contract # 26011686		Changes as of: 5/11/2018 at 3:20 PM		Version: Current State Version 2	
CPE:		Flight: 5/12/18 - 5/22/18		Station: WTVQ	
Agency: STRATEGIC MEDIA PLACEMENT		Advertiser: Andy Barr CD-6		Market: Lexington-Fayette	
7669 STAGERS LOOP DELAWARE, OH 43015		Product: TV		Office: WASHINGTON	
		Agency Order #: 15		Service: Nielsen	
		Buyer: Fink, Brant		Primary Demo: Adults 35+	
		Salesperson: GARRETT WELLENS 202-955-5342		Assistant: GARRETT WELLENS 202-955-5342	
		Separation:			
				Total Spots: 37	
				Total CPP: \$28.05	
				Total GRP: 91.1	
				Con Type: POLITICAL/VOTE	
				Total \$: \$2,555.00	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	5/12 - 5/21				Total Spots	Total \$	CPP*	GRP*
							5/12	5/14	5/21					
1	M-F 5a-6a		ABC Good Morning Kentucky	\$10.00	1.0	30	0	0	1		1	\$10.00	\$10.00	1.0
2	M-F 7a-9a		GMA	\$75.00	2.5	30	0	0	0		0	\$0.00	\$30.00	0.0
3	Sa 8a-9a		GMA	\$25.00	2.5	30	0	0	0		0	\$0.00	\$10.00	0.0
4	Su 8a-9a		GMA	\$30.00	2.0	30	0	0	0		0	\$0.00	\$15.00	0.0
5	M-F 5p-5:30p		News @5	\$35.00	1.5	30	0	4	1		5	\$175.00	\$23.33	7.5
6	M-F 6p-6:30p		ABC news @6	\$50.00	2.0	30	0	0	0		0	\$0.00	\$25.00	0.0
7	Sa 6:30p-7p		ABC Saturday NEws	\$50.00	3.5	30	0	0	0		0	\$0.00	\$14.29	0.0
8	Su 6:30p-7p		ABC News Sunday	\$50.00	3.8	30	0	0	0		0	\$0.00	\$13.16	0.0
9	M-F 11p-11:35p		ABC News @ 11	\$40.00	2.2	30	0	0	0		0	\$0.00	\$18.18	0.0
10	Sa 11p-11:30p		ABC LN	\$40.00	3.5	30	0	0	0		0	\$0.00	\$11.43	0.0
11	Su 11p-11:30p		ABC LN	\$50.00	5.0	30	0	0	0		0	\$0.00	\$10.00	0.0
12	M 10p-11p		The Crossing	\$200.00	5.0	30	0	0	0		0	\$0.00	\$40.00	0.0
13	Sa 10p-11p		20/20	\$140.00	3.0	30	1	1	0		2	\$280.00	\$46.67	6.0
14	M-F 7a-9a		GMA	\$150.00	2.5	30	0	8	0		8	\$1,200.00	\$60.00	20.0
16	Su 8a-9a		GMA	\$75.00	2.0	30	1	1	0		2	\$150.00	\$37.50	4.0
17	M-F 6p-6:30p		ABC news @6	\$40.00	2.0	30	0	4	1		5	\$200.00	\$20.00	10.0
18	Sa 6:30p-7p		ABC Saturday NEws	\$60.00	3.5	30	1	1	0		2	\$120.00	\$17.14	7.0
19	Su 6:30p-7p		ABC News Sunday	\$45.00	3.8	30	1	1	0		2	\$90.00	\$11.84	7.6
20	M-F 11p-11:35p		ABC News @ 11	\$35.00	2.2	30	0	4	1		5	\$175.00	\$15.91	11.0
21	Sa 11p-11:30p		ABC LN	\$20.00	3.5	30	1	1	0		2	\$40.00	\$5.71	7.0
22	Su 11p-11:30p		ABC LN	\$45.00	5.0	30	1	1	0		2	\$90.00	\$9.00	10.0



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PLACEMENT
7669 STAGERS LOOP **Product:** TV **Office:** WASHINGTON
DELAWARE, OH 43015 **Agency Order #:** **Service:** Nielsen
Buyer: Fink, Brant **Primary Demo:** Adults 35+
Salesperson: GARRETT WELLENS **Assistant:** GARRETT WELLENS
202-955-5342 202-955-5342
Separation:

Con Type: POLITICAL/VOTE
Total \$: \$2,555.00
Total Spots: 37
Total CPP: \$28.05
Total GRP: 91.1

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							5/12	5/14	5/21					
23	M-F 6a-7a		GM Kentucky	\$25.00	0.0	30	1	0	0		1	\$25.00	\$0.00	0.0
TOTALS:							7	26	4	37	\$2,555.00	\$28.05	91.1	



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Agency: STRATEGIC MEDIA **Advertiser:** Andy Barr CD-6 **Market:** Lexington-Fayette **Total \$:** \$2,555.00

7669 STAGERS LOOP **Product:** TV **Office:** WASHINGTON **Total Spots:** 37

DELAWARE, OH 43015 **Agency Order #:** **Service:** Nielsen **Total CPP:** \$28.05

Buyer: Fink, Brant **Primary Demo:** Adults 35+ **Assistant:** GARRETT WELLENS **Total GRP:** 91.1

Salesperson: GARRETT WELLENS **202-955-5342**

Separation:

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
05/11/18 2:32 PM	GARRETT WELLENS	re worked the makegood a little bit, buyer isn't adding.
05/11/18 2:03 PM	Don Sparks	CORRECTING LURS AND NEED RATES. NEED ANSWER ASAP.

Competitive Information	
Market Budget:	\$21,292
WTVQ Share:	12%
Comment:	estimated
Unknown:	88%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	37	\$2,555.00	91.1
Total	100%	37	\$2,555.00	91.1

Monthly Summary		
Month	Spots	Dollars
2018-May	37	\$2,555.00
Total	37	\$2,555.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot- \$ Chg Contract \$ Comment
Makegood 1	5/11/18 2:03 PM	GARRETT WELLENS	Confirmed	29	34 \$0 \$2,555.00 Changes: Total Spots from 42 to 37, Total GRPs from 111.1 to 91.1, Total CPP from \$23.00 to \$28.05, Total GIMPs from 0 to 91, Total CPM from \$0.00 to \$28,046.10, 19 buylines added or modified.
Queued for Electronic Contracting	5/11/18 1:35 PM				
New	5/11/18 1:14 PM	GARRETT WELLENS	Confirmed	42	\$0 \$2,555.00

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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