



125 West 55th St
New York, NY 10019

Contract # 26224916	Changes as of: 10/17/2018 at 2:43 PM	Version: Original Order	
CPE: 67/119/185	Flight: 10/15/18 - 11/11/18	Station: WVBT	Con Type: POLITICAL/VOTE
Agency: SANDLER & INNOCENZI 705 Prince St Alexandria, VA 22314	Advertiser: NC Voter ID	Market: Norfolk-Virginia Beach	Total \$: \$12,330.00
Product: General	Office: WASHINGTON	Total Spots: 59	
Agency Order #: 7857099	Service: Nielsen	Total CPP: \$150.55	
Buyer: Brown, Linda	Primary Demo: Adults 35+	Total GRP: 81.9	
Salesperson: BILL THOMAS 202-872-5880	Assistant: BILL THOMAS 202-872-5880		

Separation:

Comments: Schedule begins Friday, October 19th and runs through Tuesday, November 6th;

#	Day/Time	DP	Program	Rate	Len	10/15 - 11/5				Total Spots	Total \$	CPP*	GRP*
						10/15	10/22	10/29	11/5				
1	M-F 7a-8a		WAVY News at 7am	\$135.00	30	1	5	5	2	13	\$1,755.00	\$96.43	18.2
2	M-F 8a-9a		WAVY News at 8am	\$125.00	30	1	5	5	2	13	\$1,625.00	\$104.17	15.6
3	M-F 12n-1p		The Doctors	\$50.00	30	0	5	5	0	10	\$500.00	\$100.00	5.0
4	M-F 7p-7:30p		WAVY News 10 @ 7p	\$150.00	30	1	5	5	1	12	\$1,800.00	\$125.00	14.4
5	M-F 10p-10:45p		WVBT FOX News	\$325.00	30	0	5	5	0	10	\$3,250.00	\$162.50	20.0
6	Tu 8p-11p		MLB World Series Game 1	\$3,400.00	30	0	1	0	0	1	\$3,400.00	\$390.80	8.7
TOTALS:						3	26	25	5	59	\$12,330.00	\$150.55	81.9



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Special Instructions	

Order Level Comments		
Date/Time	Added by	Comment
10/17/18 2:48 PM	BILL THOMAS	Schedule begins Friday, October 19th and runs through Tuesday, November 6th;
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Competitive Information	
Market Budget:	\$205,500
WVBT Share:	6%
Comment:	
Unknown:	94%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	59	\$12,330.00	\$150.55	81.9
Total	100%	59	\$12,330.00	\$150.55	81.9

Monthly Summary		
Month	Spots	Dollars
2018-Oct	29	\$7,735.00
2018-Nov	30	\$4,595.00
Total	59	\$12,330.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	10/17/18 6:05 PM					\$0	\$0	
Revision	10/17/18 2:48 PM	BILL THOMAS	Revised			\$0	\$12,330.00	Changes: 9 buylines added or modified.
New	10/17/18 2:43 PM	BILL THOMAS	New	59		\$12,330.00	\$12,330.00	

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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