



125 West 55th St
New York, NY 10019

Contract # 28398969	Changes as of: 5/9/2024 at 7:32 AM	Version: Current State Version 1
CPE: 1090/1135/13428	Flight: 10/15/24 - 10/21/24	Station: KSNV
Agency: SENA KOZAR STRATEGIES 1322 G St, SE Washington, DC 20003	Advertiser: HORSFORD - NV CD 4	Market: Las Vegas
Product: Candidate	Office: WASHINGTON	Total Spots: 94
Agency Order #: 13419263	Service: Nielsen	Total CPP: \$0.00
Buyer: Placement, Media	Primary Demo:	Total GRP:
Salesperson: JARED SALLES 202-955-5342	Assistant: JARED SALLES1 202-955-5342	Traffic #: 6091899
Separation:		
Comments: Separation: 30;PopulationBuyType: CPP		

#	Day/Time	DP	Program	Rate	Len	10/15 - 10/21							Total Spots	Total \$	CPP*	GRP*
						10/15	10/16	10/17	10/18	10/19	10/20	10/21				
1	Tu-F,M 5a-5:30a		News 3 Today 5AM	\$500.00	30	1	0	1	0	0	0	1	3	\$1,500.00	\$0.00	0.0
2	Tu-F,M 5:30a-6a		News 3 Today 5AM	\$500.00	30	1	1	1	1	0	0	1	5	\$2,500.00	\$0.00	0.0
3	Tu-F,M 6a-6:30a		News 3 Today 6AM	\$850.00	30	0	1	0	1	0	0	0	2	\$1,700.00	\$0.00	0.0
4	Tu-F,M 6:30a-7a		News 3 Today 6AM	\$850.00	30	1	0	1	0	0	0	1	3	\$2,550.00	\$0.00	0.0
5	Tu-F,M 7a-8a		Today Show	\$800.00	30	0	1	1	1	0	0	1	4	\$3,200.00	\$0.00	0.0
6	Tu-F,M 8a-9a		Today Show	\$800.00	30	1	1	1	1	0	0	1	5	\$4,000.00	\$0.00	0.0
7	Tu-F,M 12n-12:30p		News 3 Live at Noon	\$400.00	30	1	1	1	1	0	0	1	5	\$2,000.00	\$0.00	0.0
8	Tu-F,M 12:30p-1p		News 3 Live at Noon	\$400.00	30	1	1	1	1	0	0	1	5	\$2,000.00	\$0.00	0.0
9	Tu-F,M 1p-2p		NBC News Daily-NBC	\$350.00	30	0	1	0	1	0	0	1	3	\$1,050.00	\$0.00	0.0
10	Tu-F,M 3p-3:30p		News 3 Live at 3P	\$350.00	30	0	1	0	1	0	0	0	2	\$700.00	\$0.00	0.0
11	Tu-F,M 3:30p-4p		News 3 Live at 3P	\$350.00	30	1	0	1	0	0	0	1	3	\$1,050.00	\$0.00	0.0
12	Tu-F,M 4p-5p		Family Feud	\$650.00	30	2	2	2	2	0	0	2	10	\$6,500.00	\$0.00	0.0
13	Tu-F,M 5p-5:30p		NEWS	\$900.00	30	1	1	1	1	0	0	1	5	\$4,500.00	\$0.00	0.0
14	Tu-F,M 5:30p-6p		NIGHTLY NEWS	\$1,200.00	30	0	1	0	1	0	0	1	3	\$3,600.00	\$0.00	0.0
15	Tu-F,M 6p-6:30p		NEWS	\$800.00	30	1	1	1	1	0	0	1	5	\$4,000.00	\$0.00	0.0
16	Tu-F,M 6:30p-7p		NEWS	\$800.00	30	1	1	1	1	0	0	0	4	\$3,200.00	\$0.00	0.0
17	Tu-F,M 7p-7:30p		NEWS	\$750.00	30	0	1	0	1	0	0	0	2	\$1,500.00	\$0.00	0.0
18	Tu-F,M 7:30p-8p		Entertainment Tonight	\$750.00	30	1	0	1	0	0	0	1	3	\$2,250.00	\$0.00	0.0
19	Tu-M 11p-11:35p		News 3 Late News (M-Sun)	\$750.00	30	1	1	1	1	1	1	1	7	\$5,250.00	\$0.00	0.0
20	Tu-F,M 11:35p-12:37a		Tonight Show-NBC	\$450.00	30	0	1	0	0	0	0	1	2	\$900.00	\$0.00	0.0
21	Tu-F,M 12:37a-1:37a		Late Night-NBC	\$250.00	30	0	0	0	1	0	0	0	1	\$250.00	\$0.00	0.0



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						10/15	10/16	10/17	10/18	10/19	10/20	10/21				
22	Sa 6:30a-7a		News 3 at Sunrise	\$350.00	30	0	0	0	0	1	0	0	1	\$350.00	\$0.00	0.0
23	Sa 7a-7:30a		Saturday Today	\$350.00	30	0	0	0	0	1	0	0	1	\$350.00	\$0.00	0.0
24	Sa 7:30a-8a		Saturday Today	\$350.00	30	0	0	0	0	1	0	0	1	\$350.00	\$0.00	0.0
25	Sa 5p-5:30p		News 3 Live	\$400.00	30	0	0	0	0	1	0	0	1	\$400.00	\$0.00	0.0
26	Sa 5:30p-6p		Nightly News	\$450.00	30	0	0	0	0	1	0	0	1	\$450.00	\$0.00	0.0
27	Sa 6p-6:30p		News 3	\$450.00	30	0	0	0	0	1	0	0	1	\$450.00	\$0.00	0.0
28	Su 6:30a-7a		News 3 Live Today	\$300.00	30	0	0	0	0	0	1	0	1	\$300.00	\$0.00	0.0
29	Su 7a-8a		Sunday Today	\$450.00	30	0	0	0	0	0	1	0	1	\$450.00	\$0.00	0.0
30	Su 9a-9:30a		News: Full Measure	\$190.00	30	0	0	0	0	0	1	0	1	\$190.00	\$0.00	0.0
31	Su 5p-5:30p		News 3	\$400.00	30	0	0	0	0	0	1	0	1	\$400.00	\$0.00	0.0
32	Su 5:30p-6p		NBC News Sunday	\$450.00	30	0	0	0	0	0	1	0	1	\$450.00	\$0.00	0.0
33	Su 6p-6:30p		News 3 Nightly	\$450.00	30	0	0	0	0	0	1	0	1	\$450.00	\$0.00	0.0
TOTALS:						14	17	15	17	7	7	17	94	\$58,790.00	\$0.00	0.0



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Product: Candidate	Office: WASHINGTON	Con Type: POLITICAL/VOTE
Agency Order #: 13419263	Service: Nielsen	Total \$: \$58,790.00
Buyer: Placement, Media	Primary Demo:	Total Spots: 94
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Separation:		Total GRP:
		Traffic #: 6091899

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
05/09/24 7:32 AM	JARED SALLES	Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$47,780
KSNV Share:	100%
Comment:	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	94	\$58,790.00	N/A	0.0
Total	100%	94	\$58,790.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2024-Oct	94	\$58,790.00
Total	94	\$58,790.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	5/9/24 1:48 PM					\$0	\$0	
New	5/9/24 7:32 AM	JARED SALLES	New	94		\$58,790.00	\$58,790.00	

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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