



# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 26007734      Changes as of: 5/14/2018 at 12:31 PM      Version: Highlighting Revision 2

CPE: TEMP/ORDR/515521      Flight: 5/15/18 - 5/21/18      Station: WSAV      Con Type: POLITICAL/VOTE  
Agency: Smart Media Group      Advertiser: Templeton, Catherine      Market: Savannah      Total \$: \$2,310.00

1427 LESLIE AVE      Product: Order      Office: WASHINGTON      Total Spots: 9  
SUITE #102      Agency Order #: 30053748      Service: Nielsen      Total CPP: \$49.68  
ALEXANDRIA, VA      Buyer: berg, fran      Primary Demo: Adults 50+      Total GRP: 46.5

Salesperson: KENNETH MIELE      Assistant: KENNETH MIELE      Traffic #: 1527057  
202-955-5342      202-955-5342

Comments: REV TEMPLETON ORDER 5/15-5/21 PLS CNFM; THANKS; FRAN  
Separation:

#	Day/Time	DP	Program	Rate	A50P Rating	A50P Impression	Len	5/15 - 5/21							Total Spots	Total \$	CPP*	GRP*	
								5/15	5/16	5/17	5/18	5/19	5/20	5/21					
REV+ 1	M-F 3p-4p		FAMILY FEUD	\$70.00	2.4	7,300	30	1	0	1	0	0	0	0	1	3	\$210.00	\$29.17	7.2
ADD TX TH																			
2	M-F 6p-6:30p		WSAV NEWS 3 @ 6	\$300.00	6.2	19,200	30	0	1	0	1	0	0	0	0	2	\$600.00	\$48.39	12.4
3	M-F 11:35p-12:35a		TONIGHT SHOWSTARRING	\$50.00	1.1	3,400	30	1	0	0	0	0	0	0	0	1	\$50.00	\$45.45	1.1
4	M-F 11p-11:35p		WSAV NEWS 3 @ 11	\$225.00	2.6	8,000	30	0	1	0	0	0	0	0	0	1	\$225.00	\$86.54	2.6
5	M-F 7p-7:30p		WHEEL OF FORTUNE	\$525.00	11.6	35,900	30	0	0	1	0	0	0	0	0	1	\$525.00	\$45.26	11.6
REV+ 6	M-F 7p-7:30p		WHEEL OF FORTUNE	\$700.00	11.6	35,900	30	0	0	1	0	1	0	0	0	1	\$700.00	\$60.34	11.6
ADD																			
<b>TOTALS:</b>								2	2	2	2	0	0	1	9	\$2,310.00	\$49.68	46.5	



KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 26007734

Changes as of: 5/14/2018 at 12:31 PM

Version: Highlighting Revision 2

CPE: TEMP/ORDR/515521

Flight: 5/15/18 - 5/21/18

Station: WSAV

Con Type: POLITICAL/NOTE

Agency: Smart Media Group

Advertiser: Templeton, Catherine

Market: Savannah

Total \$: \$2,310.00

1427 LESLIE AVE

Product: Order

Office: WASHINGTON

Total Spots: 9

SUITE #102

Agency Order #: 30053748

Service: Nielsen

Total CPP: \$49.68

ALEXANDRIA, VA

Buyer: berg, fran

Primary Demo: Adults 50+

Total GRP: 46.5

Salesperson: KENNETH MIELE

Assistant: KENNETH MIELE

Traffic #: 1527057

Separation: 202-955-5342

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
05/14/18 12:31 PM	GOTOSTRATA1113449	REV TEMPLETON ORDER 5/15-5/21 PLS CNFM. THANKS. FRAN
05/08/18 12:31 PM	System	Automatically Applied
05/07/18 12:12 PM	System	Notice Received.
05/07/18 9:08 AM	KENNETH MIELE	NEW ORDER FOR TEMPLETON 5/15-5/21 PLS CNFM THANKS FRAN

Competitive Information	
Market Budget:	\$7,700
WSAV Share:	20%
Comment:	
WJCL:	6%
WTGS:	5%
WTOG:	69%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	9	\$2,310.00	\$49.68	46.5
<b>Total</b>	<b>100%</b>	<b>9</b>	<b>\$2,310.00</b>	<b>\$49.68</b>	<b>46.5</b>

Monthly Summary			
Month	Spots	Dollars	
2018-May	9	\$2,310.00	
<b>Total</b>	<b>9</b>	<b>\$2,310.00</b>	

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	5/14/18 12:31 PM	GOTOSTRATA1113449	Revised	2		\$770.00	\$2,310.00	Changes: Comments from NEW ORDER FOR TEMPLETON 5/15-5/21 PLS CNFM THANKS FRAN to REV TEMPLETON ORDER 5/15-5/21 PLS CNFM. THANKS. FRAN. Total \$ from \$1,540.00 to \$2,310.00. Total GRPs from 37.8 to 46.5. Total Spots from 7 to 9. Total CPP from \$51.46 to \$49.68. 2 buylines added or modified.
Revision	5/8/18 12:31 PM	KENNETH MIELE	Confirmed			\$0	\$1,540.00	Changes: Competitive Market Budget from \$3,039 to \$7,700.
Queued for Electronic Contracting	5/7/18 11:51 AM					\$0	\$0	
New	5/7/18 9:08 AM	KENNETH MIELE	Confirmed	7		\$1,540.00	\$1,540.00	

**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.

# ORDER



WSAV Savannah

**Orders**  
**Order / Rev:** 1527057  
**Alt Order #:** 26007734  
**Product Desc:** Order  
**Estimate:** 515521  
**Flight Dates:** 05/15/18 - 05/21/18  
**Original Date / Rev:** 05/14/18 / 05/14/18  
**Order Type:** REG

**Primary AE:** Katz Washington  
**Sales Office:** K-WAS  
**Sales Region:** Nat

**Agency Name:** Smart Media Group  
**Buying Contact:**  
**Billing Contact:**  
 1427 Leslie Avenue  
 Alexandria, VA 22301

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Catherine Templeton/Governor/S  
**Demographic:** A50+  
**Product Codes:** PL14  
**Priority:** P5  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN10086/SP6681/TO1332/MO1041  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/18	05/21/18	9	\$2,310.00	\$1,963.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2018	9	\$2,310.00	\$1,963.50	0.00
<b>Totals</b>	<b>9</b>	<b>\$2,310.00</b>	<b>\$1,963.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington			Start Of Order - End Of Order	100%

Order Share	Share	Total
WSAV Savannah	64%	\$2,310.00
Market	100%	\$3,609.38

Competitive Share	Share	Total
ABVH	0%	\$0.00
CABLE	0%	\$0.00
ESAV	0%	\$0.00
FSAV	0%	\$0.00
UNKWN	0%	\$0.00
WGSA	0%	\$0.00
WJCL	20%	\$721.88
WJWJ	0%	\$0.00
WTGS	16%	\$577.50
WTOC	0%	\$0.00
WWAN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WSAV	05/15/18	05/15/18	M-F 3-4p M-F 3-4p	CM	3-4p	-T-----	:30	1	\$70.00	P4	0.00	NM	1	\$70.00
FAMILY FEUD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/14/18	05/20/18	-T-----		1		\$70.00		0.00					

Order / Rev: 1527057  
 Alt Order #: 26007734  
 Flight Dates: 05/15/18 - 05/21/18

Advertiser: POL/Catherine Templeton/Governor/SC/  
 Product Desc: Order  
 Estimate: 515521

WSAV Savannah

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/18	05/20/18	-T-----		1				\$70.00		0.00			
2	WSAV	05/21/18	05/21/18	M-F 3-4p M-F 3-4p	CM	3-4p	M-----	:30	1	\$70.00	P4	0.00	NM	1	\$70.00
		FAMILY FEUD													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/21/18	05/27/18	M-----		1				\$70.00		0.00			
3	WSAV	05/16/18	05/16/18	Local News @ 6p WSAV 6p News	CM	6-630p	--W----	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		WSAV NEWS 3 @ 6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/18	05/20/18	--W----		1				\$300.00		0.00			
4	WSAV	05/18/18	05/18/18	Local News @ 6p WSAV 6p News	CM	6-630p	----F--	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
		WSAV NEWS 3 @ 6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/18	05/20/18	----F--		1				\$300.00		0.00			
5	WSAV	05/15/18	05/15/18	Tonight Show Tonight Show	CM	Tonight Show	-T-----	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
		TONIGHT SHOWSTARRING													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/18	05/20/18	-T-----		1				\$50.00		0.00			
6	WSAV	05/16/18	05/16/18	LN M-F Late News M-F	CM	11-1135p	--W----	:30	1	\$225.00	P3	0.00	NM	1	\$225.00
		WSAV NEWS 3 @ 11													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/18	05/20/18	--W----		1				\$225.00		0.00			
7	WSAV	05/17/18	05/17/18	Wheel of Fortune Wheel of Fortune	CM	7-730p	---T---	:30	1	\$525.00	P4	0.00	NM	1	\$525.00
		WHEEL OF FORTUNE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/18	05/20/18	---T---		1				\$525.00		0.00			
N 8	WSAV	05/17/18	05/17/18	M-F 3-4p M-F 3-4p	CM	3-4p	---T---	:30	1	\$70.00	P4	0.00	NM	1	\$70.00
		FAMILY FEUD													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/18	05/20/18	---T---		1				\$70.00		0.00			
N 9	WSAV	05/18/18	05/18/18	Wheel of Fortune Wheel of Fortune	CM	7-730p	----F--	:30	1	\$700.00	P3	0.00	NM	1	\$700.00
		WHEEL OF FORTUNE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/14/18	05/20/18	----F--		1				\$700.00		0.00			
													Totals	9	\$2,310.00