



125 West 55th St
New York, NY 10019

Contract # 26101032	Changes as of: 10/2/2018 at 3:06 PM	Version: Current State Version 3
CPE: 580/682/5557	Flight: 10/3/18 - 10/9/18	Station: WALA
Agency: Canal Partners Media	Advertiser: NELSON, BILL	Market: Mobile
900 Circle 75 Parkway, SE	Product: Senate Race	Office: PHILADELPHIA
Atlanta, GA 30339	Agency Order #: 7506123	Service: Nielsen
	Buyer: Hutton, Shelli	Primary Demo: Adults 35+
	Salesperson: SHEPARD RITZEN	Assistant: SHEPARD RITZEN
	215-567-7950	215-567-7950

Con Type: POLITICAL/VOTE
Total \$: \$6,335.00
Total Spots: 32
Total CPP: \$0.00
Total GRP:
Traffic #: 891702

Separation:

Comments: revise rates, cut spots in wheel & jeep back to balance (also added LF spots this week to balance) thx shepard

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/3 - 10/9								Total Spots	Total \$	CPP*	GRP*
							10/3	10/4	10/5	10/6	10/7	10/8	10/9					
1	W-F,M-Tu 10a-11a		The Real	\$100.00	0	30	1	0	0	0	0	1	0		2	\$200.00	\$0.00	0.0
2	W-F,M-Tu 11a-12n		The People's Court	\$120.00	0	30	0	1	0	0	0	1	0		2	\$240.00	\$0.00	0.0
3	W-F,M-Tu 12n-1p		Judge Mathis	\$130.00	0	30	0	1	0	0	0	0	1		2	\$260.00	\$0.00	0.0
4	W-F,M-Tu 2p-3p		The People's Court	\$110.00	0	30	0	1	0	0	0	1	0		2	\$220.00	\$0.00	0.0
5	W-F,M-Tu 3p-4p		Dr. Phil	\$200.00	0	30	1	0	0	0	0	0	1		2	\$400.00	\$0.00	0.0
6	W-F,M-Tu 6p-6:30p		Jeopardy	\$800.00	0	30	0	0	1	0	0	0	1		2	\$1,600.00	\$0.00	0.0
7	W-F,M-Tu 6:30p-7p		Wheel of Fortune	\$900.00	0	30	0	0	0	0	0	1	0		1	\$900.00	\$0.00	0.0
8	M 8p-9p		911	\$700.00	0	30	0	0	0	0	0	1	0		1	\$700.00	\$0.00	0.0
9	Tu 7p-8p		THE GIFTED	\$300.00	0	30	0	0	0	0	0	0	1		1	\$300.00	\$0.00	0.0
10	W 7p-8p		EMPIRE	\$1,000.00	0	30	1	0	0	0	0	0	0		1	\$1,000.00	\$0.00	0.0
11	W-F,M-Tu 10:30p-11p		Blackish	\$40.00	0	30	1	1	1	0	0	0	0		3	\$120.00	\$0.00	0.0
12	W-F,M-Tu 11p-11:30p		Blackish	\$25.00	0	30	1	1	0	0	0	1	1		4	\$100.00	\$0.00	0.0
13	W-F,M-Tu 11:30p-12m		Mom	\$20.00	0	30	1	1	1	0	0	0	1		4	\$80.00	\$0.00	0.0
14	W-F,M-Tu 12:30a-1a		Mom	\$5.00	0	30	1	1	1	0	0	0	0		3	\$15.00	\$0.00	0.0
15	W-F,M-Tu 10:30p-11p		Blackish	\$100.00	0.0	30	0	0	0	0	0	1	1		2	\$200.00	\$0.00	0.0
TOTALS:							7	7	4	0	0	7	7	32	\$6,335.00	\$0.00	0.0	



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	215-567-7950	215-567-7950
	Separation:	
		Con Type: POLITICAL/VOTE
		Total \$: \$6,335.00
		Total Spots: 32
		Total CPP: \$0.00
		Total GRP:
		Traffic #: 891702

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/02/18 2:06 PM	SHEPARD RITZEN	revise rates, cut spots in wheel & jeep back to balance (also added LF spots this week to balance) thx shepard
10/02/18 2:04 PM	SHEPARD RITZEN	because I accidentally sent to the agy, I now have to do this mkgd manually...sending now.
10/02/18 1:13 PM	SHEPARD RITZEN	cut back a couple wheel/jeep spots & added in 2x LF to balance \$.
10/01/18 8:47 AM	Michael Strickler	Rates to clear - thx
07/24/18 1:59 PM	System	Notice Received.
07/23/18 11:57 AM	GOTOSTRATA\sritzen	Separation: 30
07/06/18 4:55 PM	System	Notice Received.
07/05/18 1:31 PM	SHEPARD RITZEN	Separation: 30

Competitive Information	
Market Budget:	\$57,591
WALA Share:	11%
Comment:	est shares across all 6 buys
Unknown:	89%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	32	\$6,335.00	N/A	0.0
Total	100%	32	\$6,335.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2018-Oct	32	\$6,335.00
Total	32	\$6,335.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/2/18 2:06 PM	SHEPARD RITZEN	Confirmed		4	\$0	\$6,335.00	Changes: Competitive Market Budget from \$40,591 to \$57,591, Comments from Separation: 30 to revise rates, cut spots in wheel & jeep back to balance (also added LF spots this week to balance) thx shepard, Demo Meta to [R16]. 14 buylines added or modified.
Makegood 1	10/1/18 8:47 AM	SHEPARD RITZEN	Canceled			\$0	\$6,335.00	Changes: Total Spots from 36 to 32. 26 buylines added or modified.
Revision	7/23/18 11:57 AM	GOTOSTRATA\sritzen	Confirmed	1		\$360.00	\$6,335.00	Changes: Total \$ from \$5,975.00 to \$6,335.00, Total Spots from 35 to 36. 1 buyline added or modified.
Queued for Electronic Contracting	7/5/18 1:33 PM					\$0	\$0	
New	7/5/18 1:30 PM	SHEPARD RITZEN	Confirmed	35		\$5,975.00	\$5,975.00	

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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