



125 West 55th St
New York, NY 10019

Contract # 28393896	Changes as of: 4/22/2024 at 9:50 AM	Version: Current State Version 2
CPE: 88/91/1504	Flight: 4/23/24 - 4/29/24	Station: WKEF
Agency: GRASSROOTS MEDIA LLC 146 Montgomery Ave Suite 201 Bala Cynwyd, PA 19004	Advertiser: SHERROD BROWN FOR US SENATE	Market: Dayton
	Product: Political	Office: PHILADELPHIA
	Agency Order #: 13384095	Service: Nielsen
	Buyer: D'Ettorre, Mike	Primary Demo:
	Salesperson: FRAN BROWN 215-563-5400	Assistant: FRAN BROWN 215-563-5400
	Separation:	Traffic #: 6070120
Comments: Separation: 30;PopulationBuyType: CPP		

#	Day/Time	DP	Program	Rate	Len	4/23 - 4/29							Total Spots	Total \$	CPP*	GRP*
						4/23	4/24	4/25	4/26	4/27	4/28	4/29				
1	Tu-F,M 7a-8a		Good Morning America	\$250.00	30	1	1	1	1	0	0	1	5	\$1,250.00	\$0.00	0.0
2	Tu-F,M 10a-11a		Good Day Dayton	\$75.00	30	1	1	1	1	0	0	1	5	\$375.00	\$0.00	0.0
3	Tu-F,M 11a-12n		The View	\$100.00	30	1	1	1	1	0	0	1	5	\$500.00	\$0.00	0.0
4	Tu-F,M 7p-7:30p		Family Feud	\$400.00	30	1	1	1	0	0	0	1	4	\$1,600.00	\$0.00	0.0
5	M-Th 7:30p-8p		Family Feud	\$400.00	30	0	0	0	0	0	0	1	1	\$400.00	\$0.00	0.0
TOTALS:						4	4	4	3	0	0	5	20	\$4,125.00	\$0.00	0.0



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	Separation:	

Con Type: POLITICAL/VOTE
Total \$: \$4,125.00
Total Spots: 20
Total CPP: \$0.00
Total GRP:
Traffic #: 6070120

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
04/22/24 9:39 AM	Heather Starrett	PLS SEE LN 4 FOR N/A AND MG OFFER D/T NFL DRAFT PLS ADV THANK YOU
04/22/24 9:35 AM	System	Notice Received.
04/22/24 9:16 AM	FRAN BROWN	Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$34,375
WKEF Share:	12%
Comment:	
Unknown:	88%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	20	\$4,125.00	N/A	0.0
Total	100%	20	\$4,125.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2024-Apr	15	\$2,900.00
2024-May	5	\$1,225.00
Total	20	\$4,125.00

Transaction History									
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment	
Makegood 1	4/22/24 9:39 AM	Heather Starrett	Confirmed	1	1	\$0	\$4,125.00	Changes: 2 buylines added or modified.	
Queued for Electronic Contracting	4/22/24 9:20 AM					\$0	\$0		
New	4/22/24 9:16 AM	FRAN BROWN	Confirmed	20		\$4,125.00	\$4,125.00		

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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