



125 West 55th St
New York, NY 10019

rev

Contract # 25275658

CPE: 278/295/5291

Agency: GMMB

GMMB 3050 K ST NW
WASHINGTON DC
20007

Changes as of: 10/25/2016 at 6:07 PM

Flight: 10/25/16 - 10/31/16

Advertiser: CLINTON, HILLARY

Product: TV

Agency Order #: 5330920

Buyer: Gilroy, Maura

Salesperson: TREVOR HEATON
202-955-5342

Version: Current State Version 9

Station: WPGH

Market: Pittsburgh
Office: WASHINGTON

Primary Demo: Adults 35+

Con Type: POLITICAL/VOTE
Assistant: TREVOR HEATON
202-955-5342

Total \$: \$26,565.00
Total Spots: 42
Total CPP: \$241.94

Total GRP: 109.8
Traffic #: 2623606
Separation:

Comments: Please confirm NA's and MG's

| # | Day/Time | DP | Program | Rate | A35P Rating | Len | 10/25 | 10/25 - 10/25 | Total Spots | Total \$ | CPP | GRP |
|---------|----------------------|----|---------------------------------------|------------|-------------|-----|-------|---------------|-------------|------------|----------|-----|
| 1 | Tu-F M 10a-11a | | TMZ LIVE | \$35.00 | 0.2 | 30 | 4 | | 4 | \$140.00 | \$175.00 | 0.8 |
| 2 | Tu-F M 1p-1:30p | | AMERICAS COURT | \$35.00 | 0.4 | 30 | 5 | | 5 | \$175.00 | \$87.50 | 2.0 |
| REV+ 3 | Tu-F M 3p-4p | | JERRY SPRINGER | \$50.00 | 0.4 | 30 | 14 | | 4 | \$200.00 | \$125.00 | 1.6 |
| 4 | Tu-F M 4p-5p | | MAURY | \$75.00 | 0.8 | 30 | 3 | | 3 | \$225.00 | \$93.75 | 2.4 |
| REV+ 5 | Tu-F M 5p-6p | | HARRY CONNICK | \$125.00 | 0.9 | 30 | 5 | | 5 | \$625.00 | \$138.89 | 4.5 |
| 6 | Tu-F M 6p-6:30p | | Big Bang Theory | \$750.00 | 2.7 | 30 | 3 | | 3 | \$2,250.00 | \$277.78 | 8.1 |
| 7 | Tu-F M 6:30p-7p | | Two & A Half Men | \$750.00 | 2.4 | 30 | 1 | | 1 | \$750.00 | \$312.50 | 2.4 |
| 8 | Tu-F M 7p-7:30p | | Big Bang Theory | \$1,000.00 | 3.3 | 30 | 3 | | 3 | \$3,000.00 | \$303.03 | 9.9 |
| 9 | Th M 7:30p-8p | | Two & A Half Men | \$1,000.00 | 3.0 | 30 | 2 | | 2 | \$2,000.00 | \$333.33 | 6.0 |
| 10 | Th M 11p-11:30p | | Seinfeld | \$150.00 | 1.0 | 30 | 2 | | 2 | \$300.00 | \$150.00 | 2.0 |
| 11 | M 8p-9p | | GOTHAM | \$1,200.00 | 6.9 | 30 | 1 | | 1 | \$1,200.00 | \$173.91 | 6.9 |
| 12 | F 8p-11p | | WORLD SERIES GM 3 | \$1,800.00 | 10.0 | 30 | 0 | | 0 | \$0.00 | \$180.00 | 0.0 |
| 13 | Th M 10p-11p | | Channel 11 News-FOX53 @ 10P | \$1,000.00 | 2.5 | 30 | 0 | | 0 | \$0.00 | \$400.00 | 0.0 |
| 14 | Th M 10p-11p | | Channel 11 News-FOX53 @ 10P | \$1,000.00 | 2.5 | 30 | 0 | | 0 | \$0.00 | \$400.00 | 0.0 |
| 15 | Tu 8p-9p | | Brooklyn Nine-Nine(R)/New Girl(R)-FOX | \$750.00 | 4.9 | 30 | 0 | | 0 | \$0.00 | \$153.06 | 0.0 |
| 16 | W 9p-10p | | EMPIRE | \$2,500.00 | 8.6 | 30 | 0 | | 0 | \$0.00 | \$290.70 | 0.0 |
| 17 | F 9p-10p | | EXORCIST | \$750.00 | 2.7 | 30 | 0 | | 0 | \$0.00 | \$277.78 | 0.0 |
| 18 | Su 9p-10p | | Family Guy/Last Man on Earth-FOX | \$1,000.00 | 7.3 | 30 | 0 | | 0 | \$0.00 | \$136.99 | 0.0 |
| REV- 19 | Su 10p-11p | | Channel 11 News-FOX53 @ 10P | \$1,000.00 | 2.8 | 30 | 1 | | 0 | \$0.00 | \$357.14 | 0.0 |
| 20 | Tu-F M 11:30p-12m | | Seinfeld | \$150.00 | 1.1 | 30 | 2 | | 2 | \$300.00 | \$136.36 | 2.2 |



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Buyer: Gilroy, Maura
Salesperson: TREVOR HEATON
202-955-5342

Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
Assistant: TREVOR HEATON
202-955-5342

Total GRP: 109.8
Traffic #: 2623606
Separation:

| # | Day/Time | DP | Program | Rate | A3SP Rating | Len | 10/25 - 10/25 | | Total Spots | Total \$ | CPP | GRP |
|------------|-----------------|----|---------------------|------------|----------------|-----|---------------|---|----------------|-------------|----------|-------|
| | | | | | | | 10/25 | | | | | |
| 21 | Sa 12n-3:30p | | WVU Football 10/29 | \$2,500.00 | 5.0 | 30 | 0 | | 0 | \$0.00 | \$500.00 | 0.0 |
| 22 | Su 9a-12n | | NFL LONDON | \$1,800.00 | 8.0 | 30 | 1 | | 1 | \$1,800.00 | \$225.00 | 8.0 |
| REV-23 | Su 12n-1p | | FOX NFL SUNDAY | \$600.00 | 2.5 | 30 | 1 | 0 | 0 | \$0.00 | \$240.00 | 0.0 |
| 24 | Su 1p-4p | | NFL | \$3,500.00 | 8.0 | 30 | 1 | | 1 | \$3,500.00 | \$437.50 | 8.0 |
| 25 | Su 4p-7p | | NFL | \$3,500.00 | 10.0 | 30 | 1 | | 1 | \$3,500.00 | \$350.00 | 10.0 |
| 26 | Sa 8p-11p | | WORLD SERIES GAME 4 | \$1,800.00 | 10.0 | 30 | 1 | | 1 | \$1,800.00 | \$180.00 | 10.0 |
| 27 | Tu 8p-11p | | WORLD SERIES GAME 1 | \$1,800.00 | 10.0 | 30 | 1 | | 1 | \$1,800.00 | \$180.00 | 10.0 |
| 28 | W 8p-11p | | WORLD SERIES GM 2 | \$1,800.00 | 10.0 | 30 | 1 | | 1 | \$1,800.00 | \$180.00 | 10.0 |
| REV+ 29 | M 9p-10p | | Lucifer | \$1,200.00 | 5.0 | 30 | 0 | 1 | 1 | \$1,200.00 | \$240.00 | 5.0 |
| TOTALS: 42 | | | | | | | 42 | | 42 | \$26,565.00 | \$241.94 | 109.8 |



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Total \$: \$26,565.00

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Market: Pittsburgh

Total Spots: 42

GMMB 3050 K ST NW
WASHINGTON DC
20007

Product: TV

Office: WASHINGTON

Total CPP: \$241.94

Agency Order #: 5330920

Primary Demo: Adults 35+

Total GRP: 109.8

Buyer: Gilroy, Maura

Con Type: POLITICAL/VOTE

Traffic #: 2623606

Salesperson: TREVOR HEATON
202-955-5342

Assistant: TREVOR HEATON
202-955-5342

Separation:

Special Instructions

Order Level Comments

| Date/Time | Added by | Comment |
|-------------------|---------------------------|---|
| 10/25/16 6:07 PM | TREVOR HEATON | Please confirm NA's and MG's |
| 10/25/16 2:15 PM | Christopher Koutsouflakis | LN 19 NA: 1X 10/30 DT PRG CHG |
| 10/24/16 3:09 PM | TREVOR HEATON | LN 23 NA: 1X 10/30 revised libes 1-2 for LUR rebates, NCIT \$26,565 |
| 10/24/16 11:35 AM | Christopher Koutsouflakis | LN 1 LUR IS \$35 LN 2 LUR IS \$35 revised order to cut 20K. This will be shifted to #25338609 estimate 5770 |
| 10/21/16 11:56 AM | TREVOR HEATON | revised total \$26,565 |
| 10/20/16 12:58 PM | TREVOR HEATON | revised order to clear. New total \$46,565 (+\$15,250) |
| 10/20/16 12:17 PM | Christopher Koutsouflakis | LN 21 GAME AIRS 12P-330PM ON 10/29 |
| 10/20/16 9:51 AM | TREVOR HEATON | revised order to clear. New total \$46,565 (+\$15,250) |
| 10/19/16 9:56 AM | Christopher Koutsouflakis | LN 6, LN 7, LN 8, & LN 9 6-8pm Level 2 to ensure clearance LN 13 & LN 14 10-11pm News only available on Thursday and Monday 10/31...Level 2 to clear. LN 15 Brooklyn 99 NA World Series LN 16 Empire NA World Series LN 17 exorcist NA World Series LN 21 college Football Moved from 3:30pm-12n.. Now WVU-Level 2 recommended for clearance-\$2500 LN 24 NFL 1pm level 2 to ensure clearance. revised order to reflect prgm changes and LUR total remains \$31,315 |
| 09/16/16 1:27 PM | TREVOR HEATON | |



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| CPE: 278/295/5291 | Flight: 10/25/16 - 10/31/16 | Station: WPGH | Total Spots: 42 |
| Agency: GMMB GMMB 3050 K ST NW WASHINGTON DC 20007 | Advertiser: CLINTON, HILLARY | Market: Pittsburgh | Total CPP: \$241.94 |
| | Product: TV | Office: WASHINGTON | |
| Agency Order #: 5330920 | Buyer: Gilroy, Maura | Primary Demo: Adults 35+ | Total GRP: 109.8 |
| Salesperson: TREVOR HEATON 202-955-5342 | Con Type: POLITICAL/VOTE | Assistant: TREVOR HEATON 202-955-5342 | Traffic #: 2623606 |
| | | | Separation: |

Order Level Comments

| Date/Time | Added by | Comment |
|-------------------|---------------------------|---|
| 09/14/16 10:12 AM | Christopher Koutsouflakis | LN 9 NA: 1X 10/25 1X 10/26 1X 10/28 DT PRG CHG. NEED LEVEL 2 TO CLEAR MAX 2X |
| 09/09/16 1:59 PM | TREVOR HEATON | LN 12 NA: 1X TUE 10/25 OFFR: 1X FRI 10/28 MLB WORLD SERIES 8-10P @ \$1800 |
| | | LN 15 NA: 1X TUE 10/25 DT PRG CHG |
| | | LN 16 NA: 1X WED 10/26 DT PRG CHG |
| | | OFFR: 2X WED 10/26 MLB WORLD SERIES 8-11P @ \$1800 |
| | | LN 17 NA: 1X FRI 10/28 DT PRG CHG |
| | | LN 18 NA: 1X SUN 10/30 DT PRG CHG |
| | | OFFR: 2X FRI 10/28 MLB PRE GAME 730-8P @ \$700 |
| 09/08/16 2:20 PM | Christopher Koutsouflakis | LN 5 LUR NOW AT \$125 |
| 08/26/16 5:41 PM | TREVOR HEATON | Separation: 30 |
| 08/26/16 5:41 PM | TREVOR HEATON | Separation: 30 |

Competitive Information

| | |
|----------------|-----------|
| Market Budget: | \$295,167 |
| WPGH Share: | 9% |
| Comment: | |
| KDKA: | 37% |
| WPCW: | 3% |
| WPNT: | 1% |
| WPXI: | 26% |
| WTAE: | 24% |

Daypart Summary

| Day/Time | % Distrib | Spots | Dollars | CPP | GRP |
|--------------|-------------|-----------|--------------------|-----------------|--------------|
| | 100% | 42 | \$26,565.00 | \$241.94 | 109.8 |
| Total | 100% | 42 | \$26,565.00 | \$241.94 | 109.8 |

Monthly Summary

| Month | Spots | Dollars |
|--------------|-----------|--------------------|
| 2016-Oct | 42 | \$26,565.00 |
| Total | 42 | \$26,565.00 |



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Agency: GMMB Buyer: GMMB 3050 K ST NW Advertiser: CLINTON, HILLARY Market: Pittsburgh Total Spots: 42
WASHINGTON DC Product: TV Office: WASHINGTON Total CPM: \$241.94

Agency Order #: 5330920 Primary Demo: Adults 35+ Total GRP: 109.8
Buyer: Gilroy, Maura Con Type: POLITICAL/VOTE Traffic #: 2623606
Salesperson: TREVOR HEATON Assistant: TREVOR HEATON Separation: 202-955-5342

Transaction History

| Trans | Created/Received | Created by | Status | Spot+ | Spot- | \$ Chg | Contract \$ | Comment |
|-----------------------------------|-------------------|---------------------------|-----------|-------|-------|--------------|-------------|--|
| Revision | 10/25/16 6:07 PM | TREVOR HEATON | Revised | 4 | | \$0 | \$26,565.00 | Changes: Total Spots from 38 to 42, Total GRPs from 107.1 to 109.8, Total CPM from \$248.04 to \$241.94, Comments from revised lines 1-2 for LUR rebates, NCIT \$26,565 to Please confirm NA's and MG's. 5 buylines added or modified. |
| Makegood 6 | 10/25/16 2:15 PM | Christopher Koutsouflakis | Confirmed | | | \$0 | \$26,565.00 | Changes: Total CPM from \$248,969.07 to \$248,039.22. |
| | | | | | | | | Changes: Total CPM from \$248.97 to \$248.04, Total Spots from 36 to 38, Total GRPs from 106.7 to 107.1, Comments from revised order to cut 20K. This will be shifted to #25338609 estimate 5770 |
| Revision | 10/24/16 3:09 PM | TREVOR HEATON | Confirmed | 2 | | \$0 | \$26,565.00 | revised total \$26,565 to revised lines 1-2 for LUR rebates, NCIT \$26,565. 2 buylines added or modified. |
| Makegood 5 | 10/24/16 11:35 AM | Christopher Koutsouflakis | Confirmed | | | \$0 | \$26,565.00 | Changes: Total GRPs from 175 to 107, Total CPM from \$266,085.71 to \$248,969.07. |
| | | | | | | | | Changes: Total Spots from 61 to 36, Calculated Dollars from \$46,565.00 to \$26,565.00, Total GRPs from 175.0 to 106.7, Total CPM from \$266.09 to \$248.97, Competitive Market Budget from \$517,389 to \$295,167, Total \$ from \$46,565.00 to \$26,565.00, Comments from revised order to clear. New total \$46,565 (+\$15,250) to revised order to cut 20K. This will be shifted to #25338609 estimate 5770 |
| Revision | 10/21/16 11:56 AM | TREVOR HEATON | Confirmed | | 25 | \$-20,000.00 | \$26,565.00 | revised total \$26,565, User Entered \$ from \$46,565.00 to \$26,565.00. 11 buylines added or modified. |
| Revision | 10/20/16 12:58 PM | TREVOR HEATON | Confirmed | | | \$0 | \$46,565.00 | Changes: 1 buyline added or modified. |
| Makegood 4 | 10/20/16 12:17 PM | Christopher Koutsouflakis | Confirmed | | | \$0 | \$46,565.00 | Changes: Total GRPs from 178 to 175, Total CPM from \$176,422.54 to \$266,085.71. |
| | | | | | | | | Changes: Calculated Dollars from \$31,315.00 to \$46,565.00, Total CPM from \$176.42 to \$266.09, Competitive Market Budget from \$347,944 to \$517,389, Total \$ from \$31,315.00 to \$46,565.00, Total Spots from 62 to 61, Total GRPs from 177.5 to 175.0, User Entered \$ from \$31,315.00 to \$46,565.00, Comments from revised order to reflect pigm changes and LUR total remains \$31,315 to revised order to clear. New total \$46,565 (+\$15,250). 9 buylines added or modified. |
| Revision | 10/20/16 9:51 AM | TREVOR HEATON | Confirmed | | 1 | \$15,250.00 | \$46,565.00 | Changes: Total GRPs from 169 to 178, Total CPM from \$185,515.40 to \$176,422.54. |
| Makegood 3 | 10/19/16 9:56 AM | Christopher Koutsouflakis | Confirmed | | | \$0 | \$31,315.00 | Changes: Total GRPs from 168.8 to 177.5, Total CPM from \$185.52 to \$176.42, Comments from pls confirm changes lines 2-5 due to LUR, totals remain unchanged to revised order to reflect pigm changes and LUR total remains \$31,315. 17 buylines added or modified. |
| Revision | 9/16/16 1:27 PM | TREVOR HEATON | Confirmed | | | \$0 | \$31,315.00 | Changes: Total GRPs from 168 to 169, Total CPM from \$186,843.68 to \$185,515.40. |
| Makegood 2 | 9/14/16 10:12 AM | Christopher Koutsouflakis | Confirmed | | | \$0 | \$31,315.00 | Changes: Total CPM from \$186.84 to \$185.52, Total Spots from 60 to 62, Total GRPs from 167.6 to 168.8, Comments from New order for HFA pls confirm ASAP to pls confirm changes lines 2-5 due to LUR, totals remain unchanged. 4 buylines added or modified. |
| Revision | 9/9/16 1:59 PM | TREVOR HEATON | Confirmed | 2 | | \$0 | \$31,315.00 | Changes: Total GRPs to 168, Total CPM from \$0.00 to \$186,843.68. |
| Makegood 1 | 9/8/16 2:20 PM | Christopher Koutsouflakis | Confirmed | | | \$0 | \$31,315.00 | |
| Queued for Electronic Contracting | 8/30/16 4:03 PM | | | | | \$0 | \$0 | |
| Revision | 8/26/16 5:41 PM | TREVOR HEATON | Confirmed | | | \$0 | \$31,315.00 | Changes: User Entered \$ from \$0.00 to \$31,315.00, Total GRPs from 166.8 to 167.6, Total CPM from \$187.74 to \$186.84, Comments from Separation: 30 to New order for HFA pls confirm ASAP. 4 buylines added or modified. |
| New | 8/26/16 4:11 PM | TREVOR HEATON | New | 60 | | \$31,315.00 | \$31,315.00 | |



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| | | Total GRP: 109.8 Traffic #: 2623606 Separation: |

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.