



125 West 55th St
New York, NY 10019

Contract # 25275658 **Changes as of:** 10/24/2016 at 3:09 PM **Version:** Highlighting Revision 7

CPE: 278/295/5291 **Flight:** 10/25/16 - 10/31/16 **Station:** WPGH

Agency: GMMB **Advertiser:** CLINTON, HILLARY **Market:** Pittsburgh

GMMB 3050 K ST NW **Product:** TV **Office:** WASHINGTON

WASHINGTON DC 20007

Agency Order #: 5330920 **Buyer:** Gilroy, Maura **Primary Demo:** Adults 35+

Salesperson: TREVOR HEATON **202-955-5342** **Con Type:** POLITICAL/NOTE **Assistant:** TREVOR HEATON **202-955-5342**

Total \$: \$26,565.00 **Total Spots:** 38 **Total CPM:** \$248.04

Total GRP: 107.1 **Traffic #:** 2623606 **Separation:**

Comments: revised libes 1-2 for LUR rebates, NCIT \$26,565

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/25 - 10/25		Total Spots	Total \$	CPP	GRP
							10/25	10/25				
REV+ 1	Tu-F,M 10a-11a		TMZ LIVE	\$35.00	0.2	30	2	4	4	\$140.00	\$175.00	0.8
Changes: Rate from 45 to 35												
2	Tu-F,M 1p-1:30p		AMERICAS COURT	\$35.00	0.4	30	5		5	\$175.00	\$87.50	2.0
Changes: Rate from 45 to 35												
3	Tu-F,M 3p-4p		JERRY SPRINGER	\$50.00	0.4	30	1		1	\$50.00	\$125.00	0.4
4	Tu-F,M 4p-5p		MAURY	\$75.00	0.8	30	3		3	\$225.00	\$93.75	2.4
5	Tu-F,M 5p-6p		HARRY CONNICK	\$125.00	0.9	30	3		3	\$375.00	\$138.89	2.7
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 7p-7:30p		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
19	Su 10p-11p		Channel 11 News-FOX53 @ 10P	\$1,000.00	2.8	30	1		1	\$1,000.00	\$357.14	2.8



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CPE: 278295/5291 Flight: 10/25/16 - 10/31/16 Station: WPGH
Agency: GMMB Advertiser: CLINTON, HILLARY Market: Pittsburgh
GMMB 3050 K ST NW Product: TV Office: WASHINGTON
WASHINGTON DC 20007
Agency Order #: 5330920 Primary Demo: Adults 35+
Buyer: Gilroy, Maura Con Type: POLITICAL/VOTE
Salesperson: TREVOR HEATON Assistant: TREVOR HEATON
202-955-5342 202-955-5342
Total \$: \$26,565.00
Total Spots: 38
Total CPP: \$248.04
Total GRP: 107.1
Traffic #: 2623606
Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/25 - 10/25		Total Spots	Total \$	CPP	GRP
							10/25					
20	Tu-F,M 11:30p-12m		Seinfeld	\$150.00	1.1	30	2		2	\$300.00	\$136.36	2.2
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
23	Su 12n-1p		FOX NFL SUNDAY	\$600.00	2.5	30	1		1	\$600.00	\$240.00	2.5
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
TOTALS: 38									38	\$26,565.00	\$248.04	107.1



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Agency: GMMB
GMMB 3050 K ST NW
WASHINGTON DC
20007

Flight: 10/25/16 - 10/31/16
Advertiser: CLINTON, HILLARY
Product: TV

Station: WPGH
Market: Pittsburgh
Office: WASHINGTON

Total \$: \$26,565.00
Total Spots: 38
Total CPP: \$248.04

Agency Order #: 5330920

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

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

Total GRP: 107.1
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Separation:

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
10/24/16 3:09 PM	TREVOR HEATON	revised lldes 1-2 for LUR rebates. NCIT \$26,565
		LN 1 LUR IS \$35
		LN 2 LUR IS \$35
10/24/16 11:35 AM	Christopher Koutsouflakis	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)
		LN 21 GAME AIRS 12P-330PM ON 10/29
10/20/16 12:17 PM	Christopher Koutsouflakis	revised order to clear. New total \$46,565 (+\$15,250)
10/20/16 9:51 AM	TREVOR HEATON	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.
10/19/16 9:56 AM	Christopher Koutsouflakis	NFL 1pm level 2 to ensure clearance.
09/16/16 1:27 PM	TREVOR HEATON	revised order to reflect prgm changes and LUR total remains \$31,315



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WASHINGTON DC 20007
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202-955-5342
Primary Demo: Adults 35+
Con Type: POLITICAL/NOTE
Assistant: TREVOR HEATON
202-955-5342
Total GRP: 107.1
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	pls confirm changes lines 2-5 due to LUR, totals remain unchanged
08/26/16 5:41 PM	TREVOR HEATON	LN 2 NA: 2X TU-F M W/O 10/25 DT TP CHG OFFR: 2X TU-F M W/O 10/25 AMERICAS COURT 1-130P @ \$45
		Separation: 30
		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%	38	\$26,565.00	\$248.04	107.1
Total	100%	38	\$26,565.00	\$248.04	107.1

Monthly Summary

Month	Spots	Dollars
2016-Oct	38	\$26,565.00
Total	38	\$26,565.00



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Agency: GMMB GMMB 3050 K ST NW WASHINGTON DC 20007	Advertiser: CLINTON, HILLARY	Market: Pittsburgh	Total CPM: \$248.04
	Product: TV	Office: WASHINGTON	

Agency Order #: 5330920	Primary Demo: Adults 35+	Total GRP: 107.1
Buyer: Gilroy, Maura	Con Type: POLITICAL/VOTE	Traffic #: 2623606
Salesperson: TREVOR HEATON	Assistant: TREVOR HEATON	Separation:
202-955-5342	202-955-5342	

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	10/24/16 3:09 PM	TREVOR HEATON	Revised	2		\$0
Makegood 5	10/24/16 11:35 AM	Christopher Koutsouflakis	Sent To Rep			\$0
						\$26,565.00
						\$26,565.00
						revised total \$26,565 to revised liles 1-2 for LUR rebates, NCIT \$26,565. 2 buylines added or modified.
						Changes: Total GIMPs from 175 to 107. Total CPM from \$266.085.71 to \$248.969.07.
						Comments from revised order to cut 20K. This will be shifted to #25338609 estimate 5770
						revised total \$26,565. User Entered \$ from \$46,565.00 to \$26,565.00. 11 buylines added or modified.
						Changes: 1 buyline added or modified.
Revision	10/21/16 11:56 AM	TREVOR HEATON	Confirmed	25		\$-20,000.00
Revision	10/20/16 12:58 PM	TREVOR HEATON	Confirmed			\$0
Makegood 4	10/20/16 12:17 PM	Christopher Koutsouflakis	Confirmed			\$0
						\$46,565.00
						Changes: Total GIMPs 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 pign 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
Makegood 3	10/19/16 9:56 AM	Christopher Koutsouflakis	Confirmed			\$0
						\$46,565.00
						Changes: Total GIMPs from 169 to 178. Total CPM from \$185.515.40 to \$176.422.54.
						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 pign changes and LUR total remains \$31,315. 17 buylines added or modified.
Revision	9/16/16 1:27 PM	TREVOR HEATON	Confirmed			\$0
Makegood 2	9/14/16 10:12 AM	Christopher Koutsouflakis	Confirmed			\$0
						\$31,315.00
						Changes: Total GIMPs from 168 to 169. Total CPM from \$186.843.68 to \$185.515.40.
						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
Makegood 1	9/8/16 2:20 PM	Christopher Koutsouflakis	Confirmed			\$0
						\$31,315.00
						Changes: Total GIMPs to 168. Total CPM from \$0.00 to \$186.843.68.
Queued for Electronic Contracting	8/30/16 4:03 PM					\$0
						\$0
						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.
Revision	8/26/16 5:41 PM	TREVOR HEATON	Confirmed			\$0
New	8/26/16 4:11 PM	TREVOR HEATON	New	60		\$31,315.00
						\$31,315.00

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