



125 West 55th St
New York, NY 10019

Contract # 28395899	Changes as of: 4/30/2024 at 12:21 AM	Version: Current State Version 3
CPE: 91/94/1524	Flight: 4/30/24 - 5/6/24	Station: WXOW
Agency: GRASSROOTS MEDIA LLC 146 Montgomery Ave Suite 201 Bala Cynwyd, PA 19004	Advertiser: TAMMY BALDWIN FOR US SENATE	Market: La Crosse
	Product: Political	Office: WASHINGTON
	Agency Order #: 13397487	Service: Nielsen
	Buyer: D'Ettorre, Mike	Primary Demo:
	Salesperson: SHEPARD RITZEN 215-567-7950	Assistant: SHEPARD RITZEN 215-567-7950
	Separation:	Traffic #: 63912
Comments: Separation: 30;PopulationBuyType: CPP		Con Type: POLITICAL/VOTE Total \$: \$10,025.00 Total Spots: 39 Total CPP: \$0.00 Total GRP:

#	Day/Time	DP	Program	Rate	Len	4/30 - 5/6							Total Spots	Total \$	CPP*	GRP*
						4/30	5/1	5/2	5/3	5/4	5/5	5/6				
1	Tu-F,M 5a-6a		Daybreak	\$70.00	30	1	1	1	1	0	0	1	5	\$350.00	\$0.00	0.0
2	Tu-F,M 6:30a-7a		Daybreak 630-7A	\$165.00	30	1	1	1	1	0	0	1	5	\$825.00	\$0.00	0.0
3	Tu-F,M 7a-9a		Good Morning America	\$165.00	30	2	2	2	2	0	0	2	10	\$1,650.00	\$0.00	0.0
4	Tu-F,M 11:58a-1p		GMA3: What You Need To Know	\$50.00	30	1	1	1	1	0	0	1	5	\$250.00	\$0.00	0.0
5	Tu-F,M 11a-12n		News 19 Midday	\$90.00	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
6	Tu-F,M 6p-6:30p		News19 @ 6P	\$750.00	30	1	0	1	1	0	0	1	4	\$3,000.00	\$0.00	0.0
7	Su 10p-10:35p		News19 @ 10P	\$500.00	30	0	0	0	0	0	1	0	1	\$500.00	\$0.00	0.0
8	Sa 10p-10:35p		News19 @ 10P	\$500.00	30	0	0	0	0	1	0	0	1	\$500.00	\$0.00	0.0
9	Tu-F,M 10p-10:35p		News19 @ 10P	\$500.00	30	1	1	1	1	0	0	1	5	\$2,500.00	\$0.00	0.0
10	M,W-F 6:30p-7p		Inside Edition	\$90.00	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
11	M,W-F 6:30p-7p		Inside Edition	\$150.00	30	0	1	0	1	0	0	1	3	\$450.00	\$0.00	0.0
TOTALS:						7	7	7	8	1	1	8	39	\$10,025.00	\$0.00	0.0



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
04/29/24 2:59 PM	SHEPARD RITZEN	Yes, this is fine. (the MKGD originally came over as 3x @ \$90 ea...so i thought the extra spots were accidentally omitted, rather than thinking the rate changed)
04/29/24 2:18 PM	Renee Zeller	Shepard.....I can't make these good at \$90...they needed to be \$150.? Let meknow if this will work or if I need to reoffer soemthin else...renee
04/29/24 2:00 PM	SHEPARD RITZEN	OK
04/29/24 1:32 PM	Renee Zeller	Please see N/A.....Program is no longer airing....please see MGKD offer and advise if acceptable! REnee
04/29/24 1:01 PM	System	Notice Received.
04/29/24 10:50 AM	SHEPARD RITZEN	Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$35,804
WXOW Share:	28%
Comment:	est share
Unknown:	72%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	39	\$10,025.00	N/A	0.0
Total	100%	39	\$10,025.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2024-May	39	\$10,025.00
Total	39	\$10,025.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 2	4/29/24 2:18 PM	Renee Zeller	Confirmed	3	5	\$0	\$10,025.00	Changes: Total Spots from 41 to 39. 2 buylines added or modified.
Makegood 1	4/29/24 1:32 PM	SHEPARD RITZEN	Confirmed	5	5	\$0	\$10,025.00	Changes: 2 buylines added or modified.
Queued for Electronic Contracting	4/29/24 12:14 PM					\$0	\$0	
New	4/29/24 10:18 AM	SHEPARD RITZEN	Confirmed	41		\$10,025.00	\$10,025.00	

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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