



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25326168	<b>Changes as of:</b> 10/17/2016 at 9:22 AM	<b>Version:</b> Highlighting Revision 3
<b>CPE:</b> 222/267/1970	<b>Flight:</b> 10/12/16 - 10/18/16	<b>Station:</b> KBOI
<b>Agency:</b> STRATEGIC MEDIA SERVICES 1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009	<b>Advertiser:</b> Labrador - CD1 ID  <b>Product:</b> Candidate  <b>Agency Order #:</b> 5459141 <b>Buyer:</b> Gracy, Ryan	<b>Market:</b> Boise  <b>Office:</b> WASHINGTON  <b>Primary Demo:</b> Adults 35+ <b>Con Type:</b> POLITICAL/VOTE
	<b>Salesperson:</b> BEN WILMETH 202-872-5880	<b>Total \$:</b> \$3,428.00 <b>Total Spots:</b> 47 <b>Total CPP:</b> \$0.00 <b>Total GRP:</b> <b>Traffic #:</b> 640491 <b>Separation:</b>

**Comments:** revised order,  
In 1, out 4x  
In 13, out 5x  
mg \$130 on In 18.  
credit=\$2  
ROT=\$3428

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/12 - 10/18							Total Spots	Total \$	CPP	GRP		
							10/12	10/13	10/14	10/15	10/16	10/17	10/18						
REV- 1	W-F,M-Tu 7a-9a		CBS This Morning	\$18.00	0	30	2	0	0	0	0	2	0	2	0	2	\$36.00	\$0.00	0.0
2	Su 8a-9:30a		CBS Sunday Morning	\$240.00	0	30	0	0	0	0	1	0	0			1	\$240.00	\$0.00	0.0
3	W-F,M-Tu 4p-5p		KBOI 2 News at 4P	\$10.00	0	30	1	1	1	0	0	1	1			5	\$50.00	\$0.00	0.0
4	W-F,M-Tu 5p-5:30p		CBS Evening News	\$350.00	0	30	1	1	1	0	0	1	1			5	\$1,750.00	\$0.00	0.0
5	W-F,M-Tu 5:30p-6p		KBOI 2 News at 530	\$25.00	0	30	1	0	1	0	0	1	1			4	\$100.00	\$0.00	0.0
6	Sa 5:30p-6p		KBOI 2 News at 530P Saturday	\$55.00	0	30	0	0	0	1	0	0	0			1	\$55.00	\$0.00	0.0
7	W-F,M-Tu 10p-10:37p		KBOI 2 News at 10	\$90.00	0	30	1	1	1	0	0	1	1			5	\$450.00	\$0.00	0.0
8	Sa 10p-10:35p		KBOI 2 News at 10P Saturday	\$75.00	0	30	0	0	0	1	0	0	0			1	\$75.00	\$0.00	0.0
9	Su 10p-10:35p		KBOI 2 News at 10P Sunday	\$200.00	0	30	0	0	0	0	1	0	0			1	\$200.00	\$0.00	0.0
10	M-F 5a-6a		KBOI 2 News at 5a	\$10.00	0.0	30	2	1	2	0	0	2	2			9	\$90.00	\$0.00	0.0
11	M-F 6a-7a		KBOI 2 News at 6a	\$14.00	0.0	30	2	1	0	0	0	1	1			5	\$70.00	\$0.00	0.0
12	Sa 5a-7a		CBS Sat Early	\$15.00	0.0	30	0	0	0	1	0	0	0			1	\$15.00	\$0.00	0.0
REV- 13	M-F 12n-12:30p		KBOI 2 News at Noon	\$12.00	0.0	30	1	0	1	0	0	0	1	0	1	0	\$0.00	\$0.00	0.0
14	Tu 11a-11:30a		News	\$12.00	0.0	30	0	0	0	0	0	0	1			1	\$12.00	\$0.00	0.0
15	Tu 5a-6a		News	\$25.00	0.0	30	0	0	0	0	0	0	1			1	\$25.00	\$0.00	0.0
16	Tu 6a-7a		News	\$50.00	0.0	30	0	0	0	0	0	0	2			2	\$100.00	\$0.00	0.0



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<b>Agency:</b> STRATEGIC MEDIA SERVICES 1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009	<b>Advertiser:</b> Labrador - CD1 ID  <b>Product:</b> Candidate  <b>Agency Order #:</b> 5459141 <b>Buyer:</b> Gracy, Ryan	<b>Market:</b> Boise  <b>Office:</b> WASHINGTON  <b>Primary Demo:</b> Adults 35+ <b>Con Type:</b> POLITICAL/VOTE
	<b>Salesperson:</b> BEN WILMETH 202-872-5880	<b>Assistant:</b> BEN WILMETH 202-872-5880
		<b>Total \$:</b> \$3,428.00 <b>Total Spots:</b> 47 <b>Total CPP:</b> \$0.00 <b>Total GRP:</b> <b>Traffic #:</b> 640491 <b>Separation:</b>

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/12 - 10/18							Total Spots	Total \$	CPP	GRP
							10/12	10/13	10/14	10/15	10/16	10/17	10/18				
17	Tu 10a-11a		Y & R	\$30.00	0.0	30	0	0	0	0	0	0	1	1	\$30.00	\$0.00	0.0
REV+ 18	Tu 6a-7a		News	\$65.00	0.0	30	0	0	0	0	0	0	2	2	\$130.00	\$0.00	0.0
<b>TOTALS:</b>							<b>10</b>	<b>5</b>	<b>6</b>	<b>3</b>	<b>2</b>	<b>7</b>	<b>14</b>	<b>47</b>	<b>\$3,428.00</b>	<b>\$0.00</b>	<b>0.0</b>



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	<b>Product:</b> Candidate	<b>Office:</b> WASHINGTON	<b>Total CPP:</b> \$0.00
	<b>Agency Order #:</b> 5459141	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b>
	<b>Buyer:</b> Gracy, Ryan	<b>Con Type:</b> POLITICAL/VOTE	<b>Traffic #:</b> 640491
	<b>Salesperson:</b> BEN WILMETH 202-872-5880	<b>Assistant:</b> BEN WILMETH 202-872-5880	<b>Separation:</b>

<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
10/17/16 9:22 AM	CAROLYN ALLAIRE	revised order, In 1, out 4x In 13, out 5x mg \$130 on ln 18. credit=\$2 ROT=\$3428
10/17/16 9:03 AM	Linda Ginoza	Line 1 NA 2x 10/17 & 2x 10/18 Line 13 NA 5x OFR 2x Tu 10/18 6-7a News @\$65 Please advise asap in order to make logs for tomorrow. Thanks!
10/15/16 2:45 PM	BEN WILMETH	Added \$1370 cred from prev sched Rev tot = \$3430
10/13/16 11:36 AM	Linda Ginoza	Line 1 NA 2x 10/13 and 2x 10/14 7-9a \$18 Line 5 NA 1x 10/13 530-6p \$25 Line 11 NA 1x 10/13, 2x 10/14 1x 10/17 & 1x 10/18 6-7a \$14 Please advise where they want pre-empted spots moved to. Thanks!
10/11/16 6:14 AM	BEN WILMETH	Added \$1370 cred from prev sched Rev tot = \$3430
10/10/16 9:00 AM	System	Notice Received.



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<b>Salesperson:</b> BEN WILMETH 202-872-5880	<b>Assistant:</b> BEN WILMETH 202-872-5880	<b>Separation:</b>

Competitive Information	
<b>Market Budget:</b>	<b>\$31,164</b>
<b>KBOI Share:</b>	<b>11%</b>
<b>Comment:</b>	
<b>KIVI:</b>	<b>14%</b>
<b>KNIN:</b>	<b>3%</b>
<b>KTVB:</b>	<b>72%</b>

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	47	\$3,428.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>47</b>	<b>\$3,428.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2016-Oct	47	\$3,428.00
<b>Total</b>	<b>47</b>	<b>\$3,428.00</b>

Transaction History									
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment	
Revision	10/17/16 9:22 AM	CAROLYN ALLAIRE	Revised		7	-\$2.00	\$3,428.00	Changes: Total Spots from 54 to 47, Calculated Dollars from \$3,430.00 to \$3,428.00, Competitive Market Budget from \$31,182 to \$31,164, Comments from Added \$1370 cred from prev sched  Rev tot = \$3430 to revised order,  In 1, out 4x  In 13, out 5x  mg \$130 on In 18.  credit=\$2  ROT=\$3428, User Entered \$ from \$3,430.00 to \$3,428.00, Total \$ from \$3,430.00 to \$3,428.00. 3 buylines added or modified.	
Makegood 2	10/17/16 9:03 AM	Linda Ginoza	Confirmed			\$0	\$3,430.00		
Revision	10/15/16 2:45 PM	BEN WILMETH	Confirmed		5	\$0	\$3,430.00	Changes: Total Spots from 59 to 54. 7 buylines added or modified.	
Makegood 1	10/13/16 11:36 AM	Linda Ginoza	Confirmed			\$0	\$3,430.00		
Revision	10/11/16 6:14 AM	BEN WILMETH	Confirmed	30		\$1,370.00	\$3,430.00	Changes: User Entered \$ from \$0.00 to \$3,430.00, Demo Meta to [R16], Comments from to Added \$1370 cred from prev sched  Rev tot = \$3430, Total \$ from \$2,060.00 to \$3,430.00, Total Spots from 29 to 59, Calculated Dollars from \$2,060.00 to \$3,430.00, Competitive Market Budget from \$18,727 to \$31,182. 12 buylines added or modified.	
Queued for Electronic Contracting	10/6/16 2:14 PM					\$0	\$0		
New	10/6/16 1:50 PM	BEN WILMETH	Confirmed	29		\$2,060.00	\$2,060.00		

<b>Non-Discrimination Policy</b>	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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