



125 West 55th St
New York, NY 10019

Contract # 26141927	Changes as of: 9/6/2018 at 10:29 AM	Version: Current State Version 2
CPE: 302/322/7113	Flight: 9/5/18 - 9/10/18	Station: WUXP
Agency: WATERFRONT STRATEGIE 3050 K ST NW #100 Washington, DC 20007	Advertiser: Majority Forward	Market: Nashville
Product: ISSUE	Office: WASHINGTON	Con Type: POLITICAL/VOTE
Agency Order #: 7700258	Service: Nielsen	Total \$: \$5,530.00
Buyer: Chiusano, Dawn	Primary Demo: Adults 35+	Total Spots: 38
Salesperson: ERIN SCHUMACHER 212-424-6620	Assistant: ERIN SCHUMACHER 212-424-6620	Total CPP: \$147.07
Separation:		Total GRP: 37.6
		Traffic #: 3480631

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	9/5 - 9/5		Total Spots	Total \$	CPP*	GRP*
							9/5					
1	W-F,M-Tu 10a-10:30a		Paternity Court	\$80.00	0.5	30	2		2	\$160.00	\$160.00	1.0
2	W-F,M-Tu 11a-12n		Dateline	\$80.00	0.5	30	2		2	\$160.00	\$160.00	1.0
3	W-F,M-Tu 3p-4p		Maury Povich	\$100.00	1.0	30	2		2	\$200.00	\$100.00	2.0
4	W-F,M-Tu 5p-5:30p		Family Feud	\$130.00	1.0	30	2		2	\$260.00	\$130.00	2.0
5	W-F,M-Tu 5:30p-6p		Family Feud	\$130.00	1.1	30	2		2	\$260.00	\$118.18	2.2
6	W-F,M-Tu 4p-4:30p		Local News on MyTV30	\$90.00	0.8	30	5		5	\$450.00	\$112.50	4.0
7	W-F,M-Tu 6p-6:30p		Jeopardy	\$300.00	1.6	30	5		5	\$1,500.00	\$187.50	8.0
8	W-F,M-Tu 6:30p-7p		Family Feud	\$300.00	1.2	30	5		5	\$1,500.00	\$250.00	6.0
9	W-F,M-Tu 11p-12m		FOX 17 News at 9p encore on MYTV30	\$40.00	0.6	30	3		3	\$120.00	\$66.67	1.8
10	M 7p-8p		Law & Order: SVU-MYNET1	\$80.00	1.6	30	1		1	\$80.00	\$50.00	1.6
11	M 8p-9p		Law & Order: SVU-MYNET2	\$80.00	0.8	30	1		1	\$80.00	\$100.00	0.8
12	Tu 7p-8p		The X-Files-MYNET1	\$80.00	0.5	30	0		0	\$0.00	\$160.00	0.0
13	Tu 8p-9p		The X-Files-MYNET2	\$80.00	0.6	30	0		0	\$0.00	\$133.33	0.0
14	W 7p-8p		Dateline-MYNET1	\$140.00	1.2	30	1		1	\$140.00	\$116.67	1.2
15	W 8p-9p		Dateline-MYNET2	\$140.00	1.3	30	1		1	\$140.00	\$107.69	1.3
16	Th 7p-8p		Law & Order: CI-MYNET1	\$80.00	2.7	30	1		1	\$80.00	\$29.63	2.7
17	Th 8p-9p		Law & Order: CI-MYNET2	\$80.00	2.0	30	1		1	\$80.00	\$40.00	2.0
18	F 7p-8p		American Ninja Warrior-MYNET1	\$80.00	2.8	30	0		0	\$0.00	\$28.57	0.0
19	F 8p-9p		American Ninja Warrior-MYNET2	\$80.00	1.8	30	0		0	\$0.00	\$44.44	0.0
20	M 7p-8p		Law & Order: SVU	\$80.00	0.0	30	1		1	\$80.00	\$0.00	0.0



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Salesperson: ERIN SCHUMACHER 212-424-6620	Assistant: ERIN SCHUMACHER 212-424-6620	Traffic #: 3480631
Separation:		

#	Day/Time	DP	Program	Rate	A35P Rating	Len	9/5 - 9/5		Total Spots	Total \$	CPP*	GRP*
							9/5					
21	M 8p-9p		Law & Order: SVU	\$80.00	0.0	30	1		1	\$80.00	\$0.00	0.0
22	Th 7p-8p		Law & Order: CI	\$80.00	0.0	30	1		1	\$80.00	\$0.00	0.0
23	Th 8p-9p		Law & Order: CI	\$80.00	0.0	30	1		1	\$80.00	\$0.00	0.0
TOTALS:							38		38	\$5,530.00	\$147.07	37.6



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Salesperson: ERIN SCHUMACHER 212-424-6620	Assistant: ERIN SCHUMACHER 212-424-6620	Traffic #: 3480631
Separation:		
Con Type: POLITICAL/VOTE		Total \$: \$5,530.00

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
09/05/18 9:29 AM	Lindsey Williams	Forgot to take off the Friday Spots.
09/05/18 9:27 AM	Lindsey Williams	Ln 12 & 13 mg due to not in flight on a Tuesday. Mg offer 1x in 7-8 prime on M. 1x in 8-9 Prime on M. Ln 18 & 19 mg due to program change. Fri is now Friday Night Rivals. Mg offer 1x in 7-8 prime on Th. 1x in 8-9 prime on Th.
09/04/18 1:50 PM	System	Notice Received.
09/04/18 9:55 AM	ERIN SCHUMACHER	Separation: 30

Competitive Information	
Market Budget:	\$184,333
WUXP Share:	3%
Comment:	
WKRN:	20%
WNAB:	2%
WSMV:	31%
WTVF:	31%
WZTV:	13%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	38	\$5,530.00	\$147.07	37.6
Total	100%	38	\$5,530.00	\$147.07	37.6

Monthly Summary		
Month	Spots	Dollars
2018-Sep	38	\$5,530.00
Total	38	\$5,530.00

Transaction History									
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment	
Makegood 1	9/5/18 9:31 AM	Lindsey Williams	Confirmed	4	4	\$0	\$5,530.00	Changes: Total GRPs from 43.3 to 37.6, Total CPP from \$127.71 to \$147.07, Total GIMPs from 0 to 38, Total CPM from \$0.00 to \$147,074.47. 8 buylines added or modified.	
Queued for Electronic Contracting	9/4/18 10:04 AM					\$0	\$0		
New	9/4/18 9:55 AM	ERIN SCHUMACHER	Confirmed	38		\$5,530.00	\$5,530.00		

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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