



125 West 55th St
New York, NY 10019

Contract # 26125724	Changes as of: 11/2/2018 at 3:43 PM	Version: Current State Version 7
CPE: 13/14/238	Flight: 10/30/18 - 11/5/18	Station: WKEF
Agency: SHORR JOHNSON MAGNUS 100 N. 20th ST. Suite 201 Philadelphia, PA 19103	Advertiser: BROWN, SHERROD Product: General Election	Market: Dayton
Agency Order #: 7620362	Buyer: Longo, Suzanne	Office: PHILADELPHIA
Salesperson: FRAN BROWN 215-563-5400	Assistant: FRAN BROWN 215-563-5400	Service: Nielsen Primary Demo: Adults 35+ Traffic #: 3462154
Separation:		Con Type: POLITICAL/VOTE Total \$: \$5,365.00 Total Spots: 39 Total CPP: \$0.00 Total GRP:
Comments: per agy cancelled spots due to budget cuts		

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/30 - 11/5							Total Spots	Total \$	CPP*	GRP*
							10/30	10/31	11/1	11/2	11/3	11/4	11/5				
1	W 9p-10p		Modern Family/Single Parents-ABC	\$550.00	0	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
2	Su 9p-10p		Shark Tank-ABC	\$400.00	0	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
3	Tu-F,M 11p-11:35p		FOX 45 News At Eleven on ABC	\$90.00	0	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
11-11:35																	
4	M 8p-10p		Dancing With the Stars-ABC	\$600.00	0	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
5	Tu-F,M 7p-7:30p		Family Feud	\$215.00	0	30	1	1	1	1	0	0	1	5	\$1,075.00	\$0.00	0.0
6	Su 8p-9p		Dancing With The Stars: Juniors-ABC	\$425.00	0	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
[Estimate is based on similar appeal Dancing With The Stars, Mon/8-10P Sep'17, Oct'17 & Nov'17 actual average delivery X the Nov'17 Time Period Hut/Put Levels. Demos are in prop to Dancing With The Stars, Mon/8-10P Sep'17, Oct'17 & Nov'17.]																	
7	Tu-F,M 7:30p-8p		Family Feud	\$255.00	0	30	1	0	1	0	0	0	1	3	\$765.00	\$0.00	0.0
8	Tu-F,M 6p-6:30p		FOX 45 News At Six on ABC	\$85.00	0	30	1	1	1	1	0	0	1	5	\$425.00	\$0.00	0.0
9	Su 11p-11:35p		FOX 45 News on ABC	\$100.00	0	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
10	Tu-F,M 7a-9a		Good Morning America	\$70.00	0	30	2	2	2	2	0	0	2	10	\$700.00	\$0.00	0.0
11	Sa 11p-11:30p		FOX 45 News on ABC	\$90.00	0	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
12	Tu-F,M 5p-6p		Judge Judy	\$60.00	0	30	2	2	2	2	0	0	2	10	\$600.00	\$0.00	0.0
13	Sa 7p-8p		Judge Judy	\$60.00	0	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
14	Th 8p-9p		Greys Anatomy	\$800.00	0.0	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
15	Sa 3:30p-7p		College Football	\$675.00	0.0	30	0	0	0	0	1	0	0	1	\$675.00	\$0.00	0.0
16	Sa 7:30p-11p		College Football	\$700.00	0.0	30	0	0	0	0	1	0	0	1	\$700.00	\$0.00	0.0
17	M-F 5:30a-6a		News	\$40.00	0.0	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
18	M-F 5:30a-6a		News	\$35.00	0.0	30	0	0	0	1	0	0	1	2	\$70.00	\$0.00	0.0



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Agency: SHORR JOHNSON MAGNUS 100 N. 20th ST. Suite 201 Philadelphia, PA 19103	Advertiser: BROWN, SHERROD	Market: Dayton	Total \$: \$5,365.00
Product: General Election	Office: PHILADELPHIA	Total Spots: 39	
Agency Order #: 7620362	Service: Nielsen	Total CPP: \$0.00	
Buyer: Longo, Suzanne	Primary Demo: Adults 35+	Total GRP:	
Salesperson: FRAN BROWN 215-563-5400	Assistant: FRAN BROWN 215-563-5400	Traffic #: 3462154	
Separation:			

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/30 - 11/5								Total Spots	Total \$	CPP*	GRP*
							10/30	10/31	11/1	11/2	11/3	11/4	11/5					
19	Su 1a-1:30a		FULLMEASURE	\$10.00	0.0	30	0	0	0	0	0	1	0		1	\$10.00	\$0.00	0.0
20	Sa 7p-8p		EARLY NEWS	\$345.00	0.0	30	0	0	0	0	1	0	0		1	\$345.00	\$0.00	0.0
TOTALS:							7	6	7	7	3	1	8		39	\$5,365.00	\$0.00	0.0



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Separation:	Assistant: FRAN BROWN 215-563-5400	Total CPP: \$0.00
		Total GRP:
		Traffic #: 3462154

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
11/02/18 12:31 PM	Heather Starrett	PLS SEE LNS 4,6,9, AND 11 FOR \$1215 CREDIT MOVING \$1215 TO WRGT HL 26125725 NEW TTL \$5365 PLS ADV THANK YOU
11/01/18 12:02 PM	Heather Starrett	PLS SEE LN 20 FOR \$345 MG FROM WKEF HL 26125688 NEW TTL \$6580 PLS ADV THANK YOU
10/30/18 6:55 PM	Heather Starrett	PLS SEE LNS 7 AND 14 FOR \$1310 CREDIT MOVING \$1310 TO WRGT HL 26125725 NEW TTL \$6,235 PLS ADV THANK YOU
10/29/18 11:44 AM	Heather Starrett	PLS SEE LN 17 FOR RATE CORRECTION PLS SEE LN 19 FOR MG D/T RATE CORRECTION TTL REMAINS \$7545 PLS ADV THANK YOU
10/29/18 9:28 AM	FRAN BROWN	per agy cancelled spots due to budget cuts
08/17/18 9:47 AM	FRAN BROWN	Separation: 30
08/16/18 8:15 AM	System	Notice Received.
08/10/18 10:12 AM	FRAN BROWN	Separation: 30

Competitive Information	
Market Budget:	\$58,038
WKEF Share:	13%
Comment:	
WRGT:	4%
Unknown:	83%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	39	\$5,365.00	N/A	0.0
Total	100%	39	\$5,365.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2018-Nov	39	\$5,365.00
Total	39	\$5,365.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 4	11/2/18 12:31 PM	Heather Starrett	Confirmed		4	\$-1,215.00	\$5,365.00	Changes: Total \$ from \$6,580.00 to \$5,365.00, Total Spots from 43 to 39. 4 buylines added or modified.
Makegood 3	11/1/18 12:02 PM	Heather Starrett	Confirmed	1		\$345.00	\$6,580.00	Changes: Total \$ from \$6,235.00 to \$6,580.00, Total Spots from 42 to 43. 1 buyline added or modified.
Makegood 2	10/30/18 6:55 PM	Heather Starrett	Confirmed		3	\$-1,310.00	\$6,235.00	Changes: Total \$ from \$7,545.00 to \$6,235.00, Total Spots from 45 to 42. 2 buylines added or modified.
Makegood 1	10/29/18 11:44 AM	Heather Starrett	Confirmed	3	2	\$0	\$7,545.00	Changes: Total Spots from 44 to 45. 3 buylines added or modified.



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Separation:	Assistant: FRAN BROWN 215-563-5400	Traffic #: 3462154

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/29/18 9:28 AM	FRAN BROWN	Confirmed		7	\$-1,960.00	\$7,545.00	Changes: Total Spots from 51 to 44, Calculated Dollars from \$9,505.00 to \$7,545.00, Competitive Market Budget from \$73,115 to \$58,038, Origuser Entered Dollars from \$9,530.00 to \$9,505.00, User Entered \$ from \$9,505.00 to \$7,545.00, Comments from Separation: 30 to per agy cancelled spots due to budget cuts, Total \$ from \$9,505.00 to \$7,545.00. 5 buylines added or modified.
Queued for Electronic Contracting	8/17/18 10:10 AM					\$0	\$0	
Revision	8/17/18 9:47 AM	FRAN BROWN	Confirmed	2		\$-25.00	\$9,505.00	Changes: Demo Meta to [R16], Calculated Dollars from \$9,530.00 to \$9,505.00, Competitive Market Budget from \$73,308 to \$73,115, Total Spots from 49 to 51, Origuser Entered Dollars to \$9,530.00, User Entered \$ from \$0.00 to \$9,505.00, Total \$ from \$9,530.00 to \$9,505.00. 17 buylines added or modified.
Queued for Electronic Contracting	8/10/18 10:16 AM					\$0	\$0	
New	8/10/18 10:12 AM	FRAN BROWN	Confirmed	49		\$9,530.00	\$9,530.00	

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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