



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 26017464	<b>Changes as of:</b> 5/21/2018 at 1:17 PM	<b>Version:</b> Current State Version 1
<b>CPE:</b> 13/14/142	<b>Flight:</b> 5/22/18 - 5/28/18	<b>Station:</b> WKEF
<b>Agency:</b> SHORR JOHNSON MAGNUS 100 N. 20th ST. Suite 201 Philadelphia, PA 19103	<b>Advertiser:</b> BROWN, SHERROD	<b>Market:</b> Dayton
<b>Product:</b> General Election	<b>Office:</b> PHILADELPHIA	<b>Con Type:</b> POLITICAL/VOTE
<b>Agency Order #:</b> 7366065	<b>Buyer:</b> D'Ettorre, Mike	<b>Total \$:</b> \$3,090.00
<b>Salesperson:</b> FRAN BROWN 215-563-5400	<b>Primary Demo:</b>	<b>Total Spots:</b> 35
<b>Separation:</b>	<b>Assistant:</b> FRAN BROWN 215-563-5400	<b>Total CPP:</b> \$0.00
		<b>Total GRP:</b>

**Comments:** Separation: 30

#	Day/Time	DP	Program	Rate	Len	5/22 - 5/28							Total Spots	Total \$	CPP*	GRP*
						5/22	5/23	5/24	5/25	5/26	5/27	5/28				
1	Tu-F,M 7a-9a		Good Morning America	\$65.00	30	1	1	1	1	0	0	1	5	\$325.00	\$0.00	0.0
2	Tu-F,M 6:30a-7a		FOX 45 News in the Morning on ABC	\$40.00	30	1	1	1	1	0	0	0	4	\$160.00	\$0.00	0.0
3	Tu-F,M 6a-6:30a		FOX 45 News in the Morning on ABC	\$40.00	30	1	1	1	1	0	0	0	4	\$160.00	\$0.00	0.0
4	Tu-F,M 11a-12n		The View	\$60.00	30	1	1	1	1	0	0	0	4	\$240.00	\$0.00	0.0
5	Tu-F,M 5p-6p		Judge Judy	\$55.00	30	1	1	1	1	0	0	0	4	\$220.00	\$0.00	0.0
6	Sa 6p-6:30p		FOX 45 News on ABC	\$85.00	30	0	0	0	0	1	0	0	1	\$85.00	\$0.00	0.0
7	Tu-F,M 6p-6:30p		FOX 45 News At Six on ABC	\$85.00	30	1	0	0	1	0	0	0	2	\$170.00	\$0.00	0.0
8	Tu-F,M 7p-7:30p		Family Feud	\$185.00	30	1	0	1	1	0	0	0	3	\$555.00	\$0.00	0.0
9	Tu-F,M 7:30p-8p		Family Feud	\$225.00	30	1	1	0	0	0	0	1	3	\$675.00	\$0.00	0.0
10	Sa 11p-11:30p		FOX 45 News on ABC	\$100.00	30	0	0	0	0	1	0	0	1	\$100.00	\$0.00	0.0
11	Tu-F,M 11p-11:35p		FOX 45 News At Eleven on ABC	\$100.00	30	1	1	1	0	0	0	1	4	\$400.00	\$0.00	0.0
<b>TOTALS:</b>						<b>9</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>35</b>	<b>\$3,090.00</b>	<b>\$0.00</b>	<b>0.0</b>



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<b>Agency Order #:</b> 7366065	<b>Product:</b> General Election	<b>Office:</b> PHILADELPHIA
<b>Buyer:</b> D'Ettorre, Mike	<b>Service:</b> Nielsen	<b>Total Spots:</b> 35
<b>Salesperson:</b> FRAN BROWN 215-563-5400	<b>Primary Demo:</b>	<b>Total CPP:</b> \$0.00
<b>Separation:</b>	<b>Assistant:</b> FRAN BROWN 215-563-5400	<b>Total GRP:</b>

<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
05/21/18 1:17 PM	BRADLEY PHILIPPS	Separation: 30

Competitive Information	
<b>Market Budget:</b>	\$38,625
<b>WKEF Share:</b>	8%
<b>Comment:</b>	
<b>Unknown:</b>	92%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	35	\$3,090.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>35</b>	<b>\$3,090.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2018-May	32	\$2,700.00
2018-Jun	3	\$390.00
<b>Total</b>	<b>35</b>	<b>\$3,090.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	5/21/18 1:17 PM	BRADLEY PHILIPPS	New	35		\$3,090.00	\$3,090.00	

<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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