



125 West 55th St
New York, NY 10019

Contract # 26237155	Changes as of: 11/2/2018 at 8:46 AM	Version: Current State Version 3
CPE: 13/14/391	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	Market: Dayton
Product: General Election	Office: PHILADELPHIA	Con Type: POLITICAL/VOTE
Agency Order #: 7916896	Buyer: Longo, Suzanne	Total \$: \$635.00
Salesperson: FRAN BROWN 215-563-5400	Primary Demo:	Total Spots: 3
Separation:	Assistant: FRAN BROWN 215-563-5400	Total CPP: \$0.00
		Total GRP:
		Traffic #: 3560671

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	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	Su 9p-10p		Shark Tank-ABC	\$500.00	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
2	Tu-F,M 11p-11:35p		FOX 45 News At Eleven on ABC	\$140.00	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	\$200.00	30	0	0	0	0	0	0	1	1	\$200.00	\$0.00	0.0
4	Su 8p-10p		DISNEY SPECTACULAR	\$400.00	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
5	M 5a-5:30a		AM NEWS	\$35.00	30	0	0	0	0	0	0	1	1	\$35.00	\$0.00	0.0
6	Su 8p-10p		DISNEY SPECTACULAR	\$400.00	30	0	0	0	0	0	1	0	1	\$400.00	\$0.00	0.0
TOTALS:						0	0	0	0	0	1	2	3	\$635.00	\$0.00	0.0



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Product: General Election	Office: PHILADELPHIA	Con Type: POLITICAL/VOTE
Agency Order #: 7916896	Service: Nielsen	Total \$: \$635.00
Buyer: Longo, Suzanne	Primary Demo:	Total Spots: 3
Salesperson: FRAN BROWN 215-563-5400	Assistant: FRAN BROWN 215-563-5400	Total CPP: \$0.00
Separation:		Total GRP:
		Traffic #: 3560671

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
11/01/18 6:00 PM	Heather Starrett	PLS SEE LN4 FOR CORRECT DATE. THANK YOU
11/01/18 3:55 PM	Heather Starrett	PLS SEE LNS 1-2 FOR N/A AND MG OFFERS REMAINING BALANCE \$5 NEW TTL \$365 PLS ADV THANK YOU
11/01/18 3:44 PM	Heather Starrett	PLS SEE LNS 1-2 FOR N/A AND MG OFFERS REMAINING BALANCE \$5 NEW TTL \$365 PLS ADV THANK YOU
11/01/18 3:39 PM	System	Notice Received.
11/01/18 3:17 PM	FRAN BROWN	Separation: 30

Competitive Information	
Market Budget:	\$8,000
WKEF Share:	8%
Comment:	
WRGT:	7%
Unknown:	85%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	3	\$635.00	N/A	0.0
Total	100%	3	\$635.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2018-Nov	3	\$635.00
Total	3	\$635.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 2	11/1/18 6:00 PM	Heather Starrett	Confirmed	1	1	\$0	\$635.00	Changes: 2 buylines added or modified.
Queued for Electronic Contracting	11/1/18 4:07 PM					\$0	\$0	
Makegood 1	11/1/18 3:55 PM	Heather Starrett	Confirmed	3	2	-\$5.00	\$635.00	Changes: Total \$ from \$640.00 to \$635.00, Total Spots from 2 to 3. 5 buylines added or modified.
New	11/1/18 3:17 PM	FRAN BROWN	Confirmed	2		\$640.00	\$640.00	

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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