

10/11

WKRC NRA-ILCA WK 1 2034592 CF



125 West 55th St
New York, NY 10019

Contract # 25311062
CPE: 375/944/7769
Agency: RED EAGLE MEDIA GROU
RED EAGLE MEDIA
GROUP 815 SLATERS
LANE ALEXANDRIA
VA 22314
Changes as of: 9/20/2016 at 1:53 PM
Flight: 10/11/16 - 10/17/16
Advertiser: NRA-ILCA
Product: 2016
Version: Current State Version 1
Station: WKRC
Market: Cincinnati
Office: WASHINGTON
Total \$: \$34,000.00
Total Spots: 7
Total CPP: \$977.01

Agency Order #: 5405361
Buyer: Eagle Media Media
Assistant, Red
Salesperson: ALEXANDRIA
BRADLEY
202-955-5342
Primary Demo: Adults 35-64
Con Type: POLITICAL/VOTE
Assistant: ALEXANDRIA BRADLEY
202-955-5342
Total GRP: 34.8
Separation:

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A3564 Rating	10/11 - 10/17							Total Spots	Total \$	CPP	GRP
						10/11	10/12	10/13	10/14	10/15	10/16	10/17				
1	Tu-F, M 6p-6:30p		LOCAL 12 NEWS-6	\$3,600.00	4.7	60	1	1	1	0	0	1	5	\$18,000.00	\$765.96	23.5
2	F 9p-10p		HAWAII FIVE-O	\$11,000.00	5.9	60	0	0	1	0	0	0	1	\$11,000.00	\$1,864.41	5.9
3	Sa 10p-11p		48 HOURS	\$5,000.00	5.4	60	0	0	0	1	0	0	1	\$5,000.00	\$925.93	5.4
TOTALS:						1	1	1	2	1	0	1	7	\$34,000.00	\$977.01	34.8



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Agency: RED EAGLE MEDIA Advertiser: NRA-ILA Market: Cincinnati Total Spots: 7
GROU Product: 2016 Office: WASHINGTON Total CPM: \$977.01
RED EAGLE MEDIA
GROUP 815 SLATERS
LANE ALEXANDRIA
VA 22314

125 West 55th St
New York, NY 10019

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Buyer: Eagle Media Media Con Type: POLITICAL/VOTE
Assistant, Red
Salesperson: ALEXANDRIA Assistant: ALEXANDRIA BRADLEY Separation:
BRADLEY 202-955-5342

Special Instructions	
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Date/Time	Added by	Comment
09/20/16 1:53 PM	ALEXANDRIA BRADLEY	Separation: 30

Competitive Information	
Market Budget:	\$78,261
WKRC Share:	23%
Comment:	
EKRC:	2%
WCPO:	9%
WLWT:	20%
WSTR:	27%
WXIX:	19%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPM	GRP
	100%	7	\$34,000.00	\$977.01	34.8
Total	100%	7	\$34,000.00	\$977.01	34.8

Monthly Summary		
Month	Spots	Dollars
2016-Oct	7	\$34,000.00
Total	7	\$34,000.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	9/20/16 1:53 PM					\$0	\$0	
New	9/20/16 1:52 PM	ALEXANDRA BRADLEY	New	7		\$34,000.00	\$34,000.00	

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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WKRC
1906 Highland Ave
Cincinnati, OH 45219

WKRC@CINCINNATI

Red Eagle Media Group
815 Slaters Ln
Alexandria, VA 22314

Contract # 2634592

Schedule Dates 10/11/16-10/17/16
Advertiser NRA-National Rifle Assoc-Institute for Legislative A
Agency Red Eagle Media Group (15829)
Product POLITICAL ISSUE (ns) (1187)
Brand 375/944/7769 (861136)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Media Med,Eagle
Phone/Fax /
CPE 375/944/7769
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments 2016
Separation: 30
ALEX BRADLEY

Date Entered 09/20/16
Last Modified 09/20/16
Entered By Zinthia Croan
CO-OP No
Headline # ECR25311062
Demo A3564
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,100.00
Net Total \$28,900.00
Sales Tax

Cincinnati (WKRC)		
By Broadcast Month	Spots	Rate
Oct. 2016	7	\$34,000.00
Grand Total:	7	\$34,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1-4.7)	10/11/16-10/11/16	2	1:00	5:57-21P- News-Local 12	1		X						1	\$3,600.00	\$3,600.00	Cincinnati (WKRC)	LOCAL12 NEWS-6	9/20/16
2.0	Normal Line / News (1-4.7)	10/12/16-10/12/16	2	1:00	5:57-21P- News-Local 12	1			X					1	\$3,600.00	\$3,600.00	Cincinnati (WKRC)	LOCAL12 NEWS-6	9/20/16
3.0	Normal Line / News (1-4.7)	10/13/16-10/13/16	2	1:00	5:57-21P- News-Local 12	1				X				1	\$3,600.00	\$3,600.00	Cincinnati (WKRC)	LOCAL12 NEWS-6	9/20/16
4.0	Normal Line / News (1-4.7)	10/14/16-10/14/16	2	1:00	5:57-21P- News-Local 12	1					X			1	\$3,600.00	\$3,600.00	Cincinnati (WKRC)	LOCAL12 NEWS-6	9/20/16
5.0	Normal Line / News (1-4.7)	10/17/16-10/17/16	2	1:00	5:57-21P- News-Local 12	1	X							1	\$3,600.00	\$3,600.00	Cincinnati (WKRC)	LOCAL12 NEWS-6	9/20/16
6.0	Normal Line / Prime (2-5-9)	10/14/16-10/14/16	3	1:00	9P- CBS-Hawaii Five-O (Friday)	1					X			1	\$11,000.00	\$11,000.00	Cincinnati (WKRC)	HAWAII FIVE-O	9/20/16
7.0	Normal Line / Prime (3-5-4)	10/15/16-10/15/16	3	1:00	10P- CBS-48 Hours (Saturday)	1						X		1	\$5,000.00	\$5,000.00	Cincinnati (WKRC)	48 HOURS	9/20/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.