

P/11

WKRC NRA-ILCA WK 1 2034592 CF



125 West 55th St  
New York, NY 10019

Contract # 25311062 Changes as of: 9/20/2016 at 1:53 PM Version: Current State Version 1

CPE: 375/944/7769 Agency: RED EAGLE MEDIA Advertiser: NRA-ILCA Flight: 10/11/16 - 10/17/16 Station: WKRC Total \$: \$34,000.00

RED EAGLE MEDIA GROU Product: 2016 Office: WASHINGTON Total Spots: 7

VA 22314 Agency Order #: 5405361 Primary Demo: Adults 35-64 Total GRP: 34.8

Buyer: Eagle Media Media Con Type: POLITICAL/VOTE

Salesperson: ALEXANDRA BRADLEY Assistant: ALEXANDRA BRADLEY Separation: \$977.01

202-955-5342 202-955-5342

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A3564 Rating	Len	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		LOCAL12 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	0	1	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	0	1	0	1	\$5,000.00	\$925.93	5.4	
<b>TOTALS:</b>							1	1	1	2	1	0	1	7	\$34,000.00	\$977.01	34.8



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 CPE: 375/944/7769      Flight: 10/11/16 - 10/17/16      Station: WKRC      Total \$: \$34,000.00  
 Agency: RED EAGLE MEDIA      Advertiser: NRA-ILA      Market: Cincinnati      Total Spots: 7  
 GROU      Product: 2016      Office: WASHINGTON      Total CPP: \$977.01  
 RED EAGLE MEDIA  
 GROUP 815 SLATERS  
 LANE ALEXANDRIA  
 VA 22314  
 Agency Order #: 5405361      Primary Demo: Adults 35-64      Total GRP: 34.8  
 Buyer: Eagle Media Media      Con Type: POLITICAL/VOTE  
 Assistant, Red  
 Salesperson: ALEXANDRA BRADLEY      Assistant: ALEXANDRA BRADLEY      Separation:  
 BRADLEY      202-955-5342

Special Instructions

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

Order Level Comments

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

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

Monthly Summary		
Month	Spots	Dollars
2016-Oct	7	\$34,000.00
<b>Total</b>	<b>7</b>	<b>\$34,000.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	9/20/16 1:53 PM					\$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.



WKRC  
1906 Highland Ave  
Cincinnati, OH 45219

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
<b>Grand Total:</b>	<b>7</b>	<b>\$34,000.00</b>

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 News at 6p	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 News at 6p	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 News at 6p	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 News at 6p	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 News at 6p	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: 9/23/16  
 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.