



WKRC  
1906 Highland Ave  
Cincinnati, OH 45219

WKRC CINCINNATI

Mentzer Media Services  
210 W Pennsylvania  
Suite 250  
Towson, MD 21204

## Contract # 2962617

**Schedule Dates** 07/21/17-07/25/17  
**Advertiser** Coalition to Protect Americas Healthcare (41599)  
**Agency** Mentzer Media Services (1381)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** 382/463/4721 (946468)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Ally,Rambo,  
**Phone/Fax** /  
**CPE** 382/463/4721  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Standard  
**Comments** MCPAH alexandra bradley  
Separation: 30

**Date Entered** 07/20/17  
**Last Modified** 07/20/17  
**Entered By** Briana Tomlinson  
**CO-OP** No  
**Headline #** ECR25648893  
**Demo** A35+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,213.50  
**Net Total** \$6,876.50  
**Sales Tax**

## Cincinnati (WKRC)

By Broadcast Month	Spots	Rate
Jul. 2017	17	\$8,090.00
<b>Grand Total:</b>	<b>17</b>	<b>\$8,090.00</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 / SPOT (1/1.3)	07/21/17-07/21/17	2	:30	4:30A- News-Local 12 News Good Morning Cincinnati at 430a						1				\$70.00		Cincinnati (WKRC)	GD MRN CIN@430<	7/20/17
1.0.1	Closed Preempt (1/1.3)	07/21/17															Cincinnati (WKRC)	Incorrect Program Code/Exception -	
2.0	Normal Line / SPOT (1/1.3)	07/25/17-07/25/17	2	:30	4:25A- News-Local 12 News Good Morning Cincinnati at 430a			1						1	\$70.00	\$70.00	Cincinnati (WKRC)	GD MRN CIN@430<	7/20/17
3.0	Normal Line / SPOT (2/2.9)	07/22/17-07/22/17	2	:30	8A- CBS This Morning Saturday							1		1	\$200.00	\$200.00	Cincinnati (WKRC)	CBS THS MRN:SA	7/20/17
4.0	Normal Line / SPOT (3/5.1)	07/25/17-07/25/17	2	:30	12P- News-Local 12 News at Noon			1						1	\$400.00	\$400.00	Cincinnati (WKRC)	LOCAL12 NWS-NN<	7/20/17
5.0	Normal Line / SPOT (4/4.8)	07/21/17-07/21/17	2	:30	5P- News-Local 12 News at 5p						1			1	\$500.00	\$500.00	Cincinnati (WKRC)	Local News	7/20/17
6.0	Normal Line / SPOT (4/4.8)	07/24/17-07/24/17	2	:30	5P- News-Local 12 News at 5p		1							1	\$500.00	\$500.00	Cincinnati (WKRC)	Local News	7/20/17
7.0	Normal Line / SPOT (4/4.8)	07/25/17-07/25/17	2	:30	5P- News-Local 12 News at 5p			1						1	\$500.00	\$500.00	Cincinnati (WKRC)	Local News	7/20/17

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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



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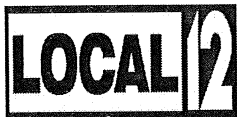
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8.0	Normal Line / SPOT (5/4.5)	07/21/17-07/21/17	2	:30	4P- News-Local 12 News at 4p						1			1	\$500.00	\$500.00	Cincinnati (WKRC)	LOCAL12 NEWS-4<	7/20/17
9.0	Normal Line / SPOT (5/4.5)	07/24/17-07/24/17	2	:30	4P- News-Local 12 News at 4p		1							1	\$500.00	\$500.00	Cincinnati (WKRC)	LOCAL12 NEWS-4<	7/20/17
10.0	Normal Line / News (6/5.6)	07/21/17-07/21/17	2	:30	6P- News-Local 12 News at 6p						1			1	\$700.00	\$700.00	Cincinnati (WKRC)	LOCAL12 NEWS-6<	7/20/17
11.0	Normal Line / News (6/5.6)	07/25/17-07/25/17	2	:30	6P- News-Local 12 News at 6p			1						1	\$700.00	\$700.00	Cincinnati (WKRC)	LOCAL12 NEWS-6<	7/20/17
12.0	Normal Line / SPOT (7/2.7)	07/21/17-07/21/17	2	:30	7A- CBS This Morning						1			1	\$350.00	\$350.00	Cincinnati (WKRC)	CBS THS MRNG-2<	7/20/17
13.0	Normal Line / SPOT (7/2.7)	07/24/17-07/24/17	2	:30	7A- CBS This Morning		1							1	\$350.00	\$350.00	Cincinnati (WKRC)	CBS THS MRNG-2<	7/20/17
14.0	Normal Line / SPOT (8/2.7)	07/23/17-07/23/17	2	:30	10:30A- CBS-Face The Nation								1	1	\$350.00	\$350.00	Cincinnati (WKRC)	FACE NATN-CBS	7/20/17
15.0	Normal Line / SPOT (9/4.4)	07/23/17-07/23/17	2	:30	9A- CBS-News Sunday Morning								1	1	\$600.00	\$600.00	Cincinnati (WKRC)	CBS SUNDAY MORNING	7/20/17
16.0	Normal Line / SPOT (10/4.6)	07/21/17-07/21/17	2	:30	11P- News-Local 12 News at 11p						1			1	\$900.00	\$900.00	Cincinnati (WKRC)	LOCAL12 NWS-11<	7/20/17
17.0	Normal Line / SPOT (10/4.6)	07/24/17-07/24/17	2	:30	11P- News-Local 12 News at 11p		1							1	\$900.00	\$900.00	Cincinnati (WKRC)	LOCAL12 NWS-11<	7/20/17

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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18.0	M/G For 1.0.1 / SPOT (1/1.3)	07/21/17-07/21/17	2	:30	4:30A- Make Peace With Nature						1			1	\$70.00	\$70.00	Cincinnati (WKRC)	make peace with nature	7/20/17

## CONFIRMATION CONTRACT

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Date:

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125 West 55th St  
New York, NY 10019

2962617

<b>Contract #</b> 25648893	<b>Changes as of:</b> 7/20/2017 at 11:48 AM	<b>Version:</b> Original Order	
<b>CPE:</b> 382/463/4721	<b>Flight:</b> 7/21/17 - 7/25/17	<b>Station:</b> WKRC	<b>Total \$:</b> \$8,090.00
<b>Agency:</b> MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	<b>Advertiser:</b> Coalition to Protect Americas Health Care  <b>Product:</b> MCPAH	<b>Market:</b> Cincinnati	<b>Total Spots:</b> 17
	<b>Agency Order #:</b> 6367721	<b>Office:</b> WASHINGTON	<b>Total CPP:</b> \$120.93
	<b>Buyer:</b> Rambo, Ally	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b> 66.9
	<b>Salesperson:</b> ALEXANDRA BRADLEY 202-955-5342	<b>Con Type:</b> POLITICAL/VOTE	<b>Traffic #:</b> 2962617
		<b>Assistant:</b> ALEXANDRA BRADLEY 202-955-5342	<b>Separation:</b>

**Comments:** Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	7/21 - 7/25					Total Spots	Total \$	CPP	GRP
							7/21	7/22	7/23	7/24	7/25				
1	F,M-Th 4:30a-5a		GD MRN CIN@430<	\$70.00	1.3	30	1	0	0	0	1	2	\$140.00	\$53.85	2.6
2	Sa 8a-10a		CBS THS MRN:SA	\$200.00	2.9	30	0	1	0	0	0	1	\$200.00	\$68.97	2.9
3	F,M-Th 12n-12:30p		LOCAL12 NWS-NN<	\$400.00	5.1	30	0	0	0	0	1	1	\$400.00	\$78.43	5.1
4	F,M-Th 5p-6p		Local News	\$500.00	4.8	30	1	0	0	1	1	3	\$1,500.00	\$104.17	14.4
5	F,M-Th 4p-5p		LOCAL12 NEWS-4<	\$500.00	4.5	30	1	0	0	1	0	2	\$1,000.00	\$111.11	9.0
6	F,M-Th 6p-6:30p		LOCAL12 NEWS-6<	\$700.00	5.6	30	1	0	0	0	1	2	\$1,400.00	\$125.00	11.2
7	F,M-Th 7a-9a		CBS THS MRNG-2<	\$350.00	2.7	30	1	0	0	1	0	2	\$700.00	\$129.63	5.4
8	Su 10:30a-11a		FACE NATN-CBS	\$350.00	2.7	30	0	0	1	0	0	1	\$350.00	\$129.63	2.7
9	Su 9a-10:30a		CBS SUNDAY MORNING	\$600.00	4.4	30	0	0	1	0	0	1	\$600.00	\$136.36	4.4
10	F,M-Th 11p-11:30p		LOCAL12 NWS-11<	\$900.00	4.6	30	1	0	0	1	0	2	\$1,800.00	\$195.65	9.2
<b>TOTALS:</b>							<b>6</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>17</b>	<b>\$8,090.00</b>	<b>\$120.93</b>	<b>66.9</b>



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25648893	<b>Changes as of:</b> 7/20/2017 at 11:48 AM	<b>Version:</b> Original Order	
<b>CPE:</b> 382/463/4721	<b>Flight:</b> 7/21/17 - 7/25/17	<b>Station:</b> WKRC	<b>Total \$:</b> \$8,090.00
<b>Agency:</b> MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	<b>Advertiser:</b> Coalition to Protect Americas Health Care  <b>Product:</b> MCPAH  <b>Agency Order #:</b> 6367721 <b>Buyer:</b> Rambo, Ally <b>Salesperson:</b> ALEXANDRA BRADLEY 202-955-5342	<b>Market:</b> Cincinnati  <b>Office:</b> WASHINGTON  <b>Primary Demo:</b> Adults 35+ <b>Con Type:</b> POLITICAL/VOTE <b>Assistant:</b> ALEXANDRA BRADLEY 202-955-5342	<b>Total Spots:</b> 17  <b>Total CPP:</b> \$120.93  <b>Total GRP:</b> 66.9 <b>Traffic #:</b> 2962617 <b>Separation:</b>

<b>Special Instructions</b>	
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Order Level Comments		
<b>Date/Time</b>	<b>Added by</b>	<b>Comment</b>
07/20/17 12:11 PM	Briana Tomlinson	PLS SEE LINE 11 FOR PROGRAM CHANGE. 430 NEWS DOES NOT AIR ON FRIDAYS. PLEASE ADVISE, THANKS!
07/20/17 12:10 PM	System	Notice Received.
07/20/17 11:49 AM	ALEXANDRA BRADLEY	Separation: 30

Competitive Information	
<b>Market Budget:</b>	\$14,193
<b>WKRC Share:</b>	57%
<b>Comment:</b>	
<b>Unknown:</b>	43%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	17	\$8,090.00	\$120.93	66.9
<b>Total</b>	<b>100%</b>	<b>17</b>	<b>\$8,090.00</b>	<b>\$120.93</b>	<b>66.9</b>

Monthly Summary		
Month	Spots	Dollars
2017-Jul	17	\$8,090.00
<b>Total</b>	<b>17</b>	<b>\$8,090.00</b>

Transaction History							
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$
Makegood 1	7/20/17 12:11 PM	Briana Tomlinson	Sent To Rep	1	1	\$0	\$8,090.00
Queued for Electronic Contracting	7/20/17 11:55 AM					\$0	\$0
New	7/20/17 11:48 AM	ALEXANDRA BRADLEY	Confirmed	17		\$8,090.00	\$8,090.00

<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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