



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
Grand Total:	17	\$8,090.00

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 / SPOT (1/1.3)	07/21/17-07/21/17	2	:30	4:30A- News-Local 12 News Good Morning Cincinnati at 430a						1			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:
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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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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

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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

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125 West 55th St
New York, NY 10019

2962617

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

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
TOTALS:							6	1	2	4	4	17	\$8,090.00	\$120.93	66.9



125 West 55th St
New York, NY 10019

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

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
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	
Market Budget:	\$14,193
WKRC Share:	57%
Comment:	
Unknown:	43%

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

Monthly Summary		
Month	Spots	Dollars
2017-Jul	17	\$8,090.00
Total	17	\$8,090.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 1	7/20/17 12:11 PM	Briana Tomlinson	Sent To Rep	1	1	\$0	\$8,090.00	Changes: Total GIMPs from 0 to 67, Total CPM from \$0.00 to \$120,926.76. 2 buylines added or modified.
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	

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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