



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25171855	<b>Changes as of:</b> 11/7/2016 at 10:36 AM	<b>Version:</b> Current State Version 5
<b>CPE:</b> 280/316/2984	<b>Flight:</b> 11/1/16 - 11/8/16	<b>Station:</b> WKEF
<b>Agency:</b> MENTZER MEDIA SERVIC	<b>Advertiser:</b> PORTMAN, ROB	<b>Market:</b> Dayton
210 W. Pennsylvania Avenue	<b>Product:</b> FPORT	<b>Office:</b> PHILADELPHIA
Suite 250	<b>Agency Order #:</b> 5046166	<b>Primary Demo:</b> Adults 21+
Towson, MD 21204	<b>Buyer:</b> Rambo, Ally	<b>Con Type:</b> POLITICAL/VOTE
	<b>Salesperson:</b> FRAN BROWN 215-563-5400	<b>Assistant:</b> FRAN BROWN 215-563-5400
		<b>Total \$:</b> \$15,730.00
		<b>Total Spots:</b> 46
		<b>Total CPP:</b> \$165.93
		<b>Total GRP:</b> 94.8
		<b>Traffic #:</b> 2500200
		<b>Separation:</b>

Comments: 11/7 added spot to use up credit

#	Day/Time	DP	Program	Rate	A21P Rating	Len	11/1 - 11/8							Total Spots	Total \$	CPP	GRP	
							11/1	11/2	11/3	11/4	11/5	11/6	11/7					11/8
REV+ 24	M 7:30p-8p		Fued	\$455.00	0.0	30	0	0	0	0	0	0	0	1	0	0	0.0	
<b>TOTALS:</b>							6	7	5	8	4	5	8	3	46	\$15,730.00	\$165.93	94.8



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<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
11/07/16 10:36 AM	FRAN BROWN	11/7 added spot to use up credit
11/04/16 11:30 AM	FRAN BROWN	11/4 madegood NA spot per station
11/04/16 11:01 AM	Brittney Milk	line 8 na 1x 11/5 ofr 1x 11/7 news 6-6:30p @ \$140
10/31/16 2:02 PM	FRAN BROWN	10.26 added OSU game
10/31/16 1:54 PM	jill mudryk	per email please revise according to the rate card. thanks!
10/26/16 9:55 AM	FRAN BROWN	10.26 added OSU game
05/13/16 2:36 PM	FRAN BROWN	Separation: 30

Competitive Information	
<b>Market Budget:</b>	\$196,625
<b>WKEF Share:</b>	8%
<b>Comment:</b>	
<b>WBDT:</b>	2%
<b>WDTN:</b>	31%
<b>WHIO:</b>	55%
<b>WRGT:</b>	4%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	46	\$15,730.00	\$165.93	94.8
<b>Total</b>	<b>100%</b>	<b>46</b>	<b>\$15,730.00</b>	<b>\$165.93</b>	<b>94.8</b>

Monthly Summary		
Month	Spots	Dollars
2016-Nov	46	\$15,730.00
<b>Total</b>	<b>46</b>	<b>\$15,730.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	11/7/16 10:36 AM	FRAN BROWN	Revised	1		\$455.00	\$0	Changes: Total Spots from 45 to 46, Calculated Dollars from \$15,275.00 to \$15,730.00, Total CPP from \$161.13 to \$165.93, Competitive Market Budget from \$190,938 to \$196,625, User Entered \$ from \$15,275.00 to \$15,730.00, Comments from 11/4 madegood NA spot per station to 11/7 added spot to use up credit, Total \$ from \$15,275.00 to \$15,730.00. 1 buyline added or modified.
Revision	11/4/16 11:30 AM	FRAN BROWN	Confirmed			\$0	\$0	Changes: Total GRPs from 96.9 to 94.8, Total CPP from \$157.64 to \$161.13, Comments from 10.26 added OSU game to 11/4 madegood NA spot per station . 2 buylines added or modified.
Makegood 2	11/4/16 11:01 AM	Brittney Milk	Confirmed			\$0	\$0	Changes: Total GIMPs to 97, Total CPM from \$0.00 to \$157,636.74.
Revision	10/31/16 2:02 PM	FRAN BROWN	Confirmed		2	-\$220.00	\$0	Changes: Calculated Dollars from \$15,495.00 to \$15,275.00, Total CPP from \$119.28 to \$157.64, Competitive Market Budget from \$193,688 to \$190,938, Total Spots from 47 to 45, Total GRPs from 129.9 to 96.9, User Entered \$ from \$15,495.00 to \$15,275.00, Total \$ from \$15,495.00 to \$15,275.00. 17 buylines added or modified.
Makegood 1	10/31/16 1:54 PM	jill mudryk	Confirmed			\$0	\$0	



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		<b>Separation:</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/26/16 9:55 AM	FRAN BROWN	Confirmed	1		\$6,300.00	\$15,495.00	Changes: Total Spots from 46 to 47, Calculated Dollars from \$9,195.00 to \$15,495.00, Total CPP from \$70.79 to \$119.28, Competitive Market Budget from \$114,938 to \$193,688, Comments from Separation: 30 to 10.26 added OSU game, User Entered \$ from \$0.00 to \$15,495.00, Total \$ from \$9,195.00 to \$15,495.00. 1 buyline added or modified.
Queued for Electronic Contracting	5/16/16 9:08 AM					\$0	\$0	
New	5/13/16 2:36 PM	FRAN BROWN	Confirmed	46		\$9,195.00	\$9,195.00	

<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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