



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 26116202	<b>Changes as of:</b> 7/27/2018 at 1:16 PM	<b>Version:</b> Highlighting Makegood 1	<b>Status:</b> Sent To Rep
<b>CPE:</b> 1048/1062/6465	<b>Flight:</b> 7/31/18 - 8/6/18	<b>Station:</b> KEZI	<b>Con Type:</b> POLITICAL/VOTE
<b>Agency:</b> TARGETED PLATFORM MEDIA 650 Massachusetts Avenue, NW Washington, DC 20001	<b>Advertiser:</b> Defend Oregon's Values  <b>Product:</b> Issue	<b>Market:</b> Eugene-Springfield	<b>Total \$:</b> \$18,420.00
<b>Agency Order #:</b> 7580805	<b>Buyer:</b> Welsh, Kathryn	<b>Office:</b> WASHINGTON	<b>Total Spots:</b> 73
<b>Salesperson:</b> PAUL PERRINA 202-955-5342	<b>Separation:</b>	<b>Service:</b> Nielsen <b>Primary Demo:</b> <b>Assistant:</b> PAUL PERRINA 202-955-5342	<b>Total CPP:</b> \$0.00 <b>Total GRP:</b> <b>Traffic #:</b> 77193

**Comments:** Separation: 30

#	Day/Time	DP	Program	Rate	Len	7/31 - 8/6								Total Spots	Total \$	CPP*	GRP*			
						7/31	8/1	8/2	8/3	8/4	8/5	8/6								
1	Tu-F,M 5a-5:30a		KEZI News This Morning	\$125.00	30	1	1	1	0	0	0	0		3	\$375.00	\$0.00	0.0			
2	Tu-F,M 5:30a-6a		KEZI News This Morning	\$125.00	30	1	0	1	0	0	0	1		3	\$375.00	\$0.00	0.0			
3	Tu-F,M 6a-6:30a		KEZI News This Morning	\$175.00	30	0	1	0	1	0	0	1		3	\$525.00	\$0.00	0.0			
4	Tu-F,M 6:30a-7a		KEZI News This Morning	\$175.00	30	1	0	1	1	0	0	0		3	\$525.00	\$0.00	0.0			
5	Tu-F,M 7a-8a		Good Morning America	\$200.00	30	0	1	1	1	0	0	1		4	\$800.00	\$0.00	0.0			
6	Tu-F,M 8a-9a		Good Morning America	\$200.00	30	0	1	0	1	0	0	1		3	\$600.00	\$0.00	0.0			
7	Tu-F,M 9a-9:58a		Live With Kelly & Ryan	\$175.00	30	1	1	1	0	0	0	0		3	\$525.00	\$0.00	0.0			
8	Tu-F,M 9:58a-11a		The View	\$175.00	30	1	0	0	1	0	0	1		3	\$525.00	\$0.00	0.0			
9	Tu-F,M 11a-11:58a		KEZI New Midday	\$125.00	30	0	1	1	0	0	0	1		3	\$375.00	\$0.00	0.0			
10	Tu-F,M 11:58a-1p		The Chew	\$90.00	30	1	0	1	1	0	0	0		3	\$270.00	\$0.00	0.0			
11	Tu-F,M 3p-4p		Judge Judy	\$125.00	30	0	1	1	1	0	0	1		4	\$500.00	\$0.00	0.0			
12	Tu-F,M 4p-4:58p		KEZI News at 4	\$225.00	30	1	1	0	1	0	0	1		4	\$900.00	\$0.00	0.0			
13	Tu-F,M 4:58p-5:30p		KEZI News At 5	\$450.00	30	1	0	1	1	0	0	0		3	\$1,350.00	\$0.00	0.0			
MSD 14	Tu-F,M 5:30p-6p		KEZI News At 6	\$550.00	30	1	0	1	0	0	1	0		0	0	1	0	\$0.00	\$0.00	0.0
15	Tu-F,M 6p-6:30p		KEZI News At 6	\$425.00	30	0	1	1	0	0	0	1		3	\$1,275.00	\$0.00	0.0			
16	Tu-F,M 6:30p-7p		KEZI News At 6	\$425.00	30	1	1	0	1	0	0	0		3	\$1,275.00	\$0.00	0.0			
17	Tu-F,M 7p-7:30p		Family Feud	\$200.00	30	0	1	1	1	0	0	1		4	\$800.00	\$0.00	0.0			
18	M 8p-10p		Bachelorette-ABC	\$1,250.00	30	0	0	0	0	0	0	1		1	\$1,250.00	\$0.00	0.0			
19	Tu-F,M 11p-11:35p		KEZI News at 11	\$225.00	30	1	0	1	0	0	0	1		3	\$675.00	\$0.00	0.0			
20	Sa 8a-8:30a		KEZI Weekend News This Morning	\$150.00	30	0	0	0	0	1	0	0		1	\$150.00	\$0.00	0.0			





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<b>Agency:</b> TARGETED PLATFORM MEDIA	<b>Advertiser:</b> Defend Oregon's Values	<b>Market:</b> Eugene-Springfield	<b>Total \$:</b> \$18,420.00
650 Massachusetts Avenue, NW	<b>Product:</b> Issue	<b>Office:</b> WASHINGTON	<b>Total Spots:</b> 73
Washington, DC 20001	<b>Agency Order #:</b> 7580805	<b>Service:</b> Nielsen	<b>Total CPP:</b> \$0.00
	<b>Buyer:</b> Welsh, Kathryn	<b>Primary Demo:</b>	<b>Total GRP:</b>
	<b>Salesperson:</b> PAUL PERRINA	<b>Assistant:</b> PAUL PERRINA	<b>Traffic #:</b> 77193
	202-955-5342	202-955-5342	
	<b>Separation:</b>		

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						7/31	8/1	8/2	8/3	8/4	8/5	8/6				
21	Sa 8:30a-9a		KEZI Weekend News This Morning	\$150.00	30	0	0	0	0	1	0	0	1	\$150.00	\$0.00	0.0
22	Sa 5p-5:30p		KEZI News at 5 & 6	\$275.00	30	0	0	0	0	1	0	0	1	\$275.00	\$0.00	0.0
MSD 23	Sa 5:30p-6p		KEZI News at 5 & 6	\$350.00	30	0	0	0	0	1	0	0	0	\$0.00	\$0.00	0.0
24	Sa 6p-6:30p		KEZI News at 5 & 6	\$275.00	30	0	0	0	0	1	0	0	1	\$275.00	\$0.00	0.0
25	Sa 6:30p-7p		KEZI News at 5 & 6	\$275.00	30	0	0	0	0	1	0	0	1	\$275.00	\$0.00	0.0
26	Sa 11p-11:30p		KEZI News At 11	\$225.00	30	0	0	0	0	1	0	0	1	\$225.00	\$0.00	0.0
27	Su 8a-8:58a		KEZI Weekend News This Morning	\$150.00	30	0	0	0	0	0	1	0	1	\$150.00	\$0.00	0.0
28	Su 8:58a-10a		ABC This Week	\$225.00	30	0	0	0	0	0	1	0	1	\$225.00	\$0.00	0.0
29	Su 4:58p-5:30p		KEZI News At 5 & 6	\$275.00	30	0	0	0	0	0	1	0	1	\$275.00	\$0.00	0.0
30	Su 6p-7p		KEZI News At 5 & 6	\$275.00	30	0	0	0	0	0	1	0	1	\$275.00	\$0.00	0.0
31	Su 7p-8p		America's Funniest Home Videos-ABC	\$450.00	30	0	0	0	0	0	1	0	1	\$450.00	\$0.00	0.0
32	Su 11p-11:35p		KEZI News At 11	\$225.00	30	0	0	0	0	0	1	0	1	\$225.00	\$0.00	0.0
MGD 33	M-F 5:26p-6p		ABC World News Adjacency	\$550.00	30	1	1	0	1	0	0	1	4	\$2,200.00	\$0.00	0.0
MGD 34	Sa 5:26p-6p		ABC World News Adjacency	\$350.00	30	0	0	0	0	1	0	0	1	\$350.00	\$0.00	0.0
<b>TOTALS:</b>						<b>11</b>	<b>12</b>	<b>12</b>	<b>12</b>	<b>7</b>	<b>6</b>	<b>13</b>	<b>73</b>	<b>\$18,420.00</b>	<b>\$0.00</b>	<b>0.0</b>



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<b>Salesperson:</b> PAUL PERRINA 202-955-5342	<b>Primary Demo:</b>	<b>Total GRP:</b>	
<b>Separation:</b>	<b>Assistant:</b> PAUL PERRINA 202-955-5342	<b>Traffic #:</b> 77193	

<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
07/27/18 1:16 PM	Dan O'Brien	Correcting the Program name and time
07/27/18 1:06 PM	System	Notice Received.
07/27/18 11:47 AM	PAUL PERRINA	Separation: 30

Competitive Information	
<b>Market Budget:</b>	\$47,231
<b>KEZI Share:</b>	39%
<b>Comment:</b>	
<b>KMTR:</b>	19%
<b>KVAL:</b>	42%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	73	\$18,420.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>73</b>	<b>\$18,420.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2018-Aug	73	\$18,420.00
<b>Total</b>	<b>73</b>	<b>\$18,420.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 1	7/27/18 1:16 PM	Dan O'Brien	Sent_To_Rep	5	5	\$0	\$18,420.00	Changes: 4 buylines added or modified.
Queued for Electronic Contracting	7/27/18 12:20 PM					\$0	\$0	
New	7/27/18 11:47 AM	PAUL PERRINA	Confirmed	73		\$18,420.00	\$18,420.00	

<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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