

Station	WPMY-TV PITTSBURGH, PA	Agency	( ) STRATEGIC MEDIA PLACEMENT	Rep Firm	
Advertiser	( ) UPMC		7669 STAGERS LOOP	Sales Office ( )	WASHINGTON
Product	UPMC		DELAWARE, OH 43015	Salesperson ( )	TREVOR HEATON
Estimate#	3278	Agency C/P1/P2/E	//3278		
Buyer	GREG PHELPS	Flight Dates	07/17/2013 - 07/30/2013	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	917-206-8372
Fax#					

--- CONTRACT COMMENT ---

UNIVERSITY OF PITTSBURGH MEDICAL CENTER \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* 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 COMMUNICATIONS, INC. (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.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	07/20-07/20	7P-8P	SEINFELD	:60	\$200.00	SA	1	1	1	\$200.00

---REPORT TOTALS---

Report Totals: 1 / \$200.00

---SALES MONTHLY TOTALS---

Jul 13: 1 / \$200.00      Aug 13: 0 / \$0.00

Sales Totals: 1 / \$200.00

Station Totals: 1 / \$200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$20,000	CABL	0%	KDKA	36%	UNKN	2%	WNPA	0%	WPGH	11%
		WPMY	1%	WPXI	25%	WTAE	25%				

Books null  
Demos RA50+