



Contract # 25139275 Changes as of: 4/4/2016 at 10:28 AM Version: Original Order

CPE: Flight: 4/6/16 - 4/12/16 Station: WPGH Total \$: \$2,000.00  
 Agency: DUDLEY MEDIA Advertiser: Sestak, Joe - Sen Market: Pittsburgh Total Spots: 5  
 DUDLEY MEDIA 919 Product: Friends of Joe Sestak Office: WASHINGTON Total CPP: \$0.00  
 CATHARINE ST  
 PHILADELPHIA PA  
 19147

Agency Order #: Primary Demo: Adults 35+ Total GRP: 0  
 Buyer: BOB DUDLEY Con Type: POLITICAL/VOTE  
 Salesperson: TREVOR HEATON Assistant: TREVOR HEATON Separation:  
 202-955-5342 202-955-5342

Comments: New Order Friends of Sestak pls confirm

#	Day/Time	DP	Program	Rate	A35P Rating	Len	4/6 - 4/11		Total Spots	Total \$	CPP	GRP
							4/6	4/11				
1	W-F 10p-11p	LN	LATE NEWS	\$400.00	0.0	30	3	0	3	\$1,200.00	\$0.00	0.0
	1x per day											
2	M-Tu 10p-11p	LN	LATE NEWS	\$400.00	0.0	30	0	2	2	\$800.00	\$0.00	0.0
	1x per day											
TOTALS:							3	2	5	\$2,000.00	\$0.00	0.0

COMPLETED



<b>Contract #</b> 25139275	<b>Changes as of:</b> 4/4/2016 at 10:28 AM	<b>Version:</b> Original Order	
<b>CPE:</b>	<b>Flight:</b> 4/6/16 - 4/12/16	<b>Station:</b> WPGH	<b>Total \$:</b> \$2,000.00
<b>Agency:</b> DUDLEY MEDIA	<b>Advertiser:</b> Sestak, Joe - Sen	<b>Market:</b> Pittsburgh	<b>Total Spots:</b> 5
DUDLEY MEDIA 919	<b>Product:</b> Friends of Joe Sestak	<b>Office:</b> WASHINGTON	<b>Total CPP:</b> \$0.00
CATHARINE ST			
PHILADELPHIA PA			
19147			
<b>Agency Order #:</b>	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b> 0	
<b>Buyer:</b> BOB DUDLEY	<b>Con Type:</b> POLITICAL/VOTE		
<b>Salesperson:</b> TREVOR HEATON	<b>Assistant:</b> TREVOR HEATON	<b>Separation:</b>	
202-955-5342	202-955-5342		

Hit Listed Programs	
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Order Level Comments		
Date/Time	Added by	Comment
04/04/16 10:28 AM	TREVOR HEATON	New Order Friends of Sestak pls confirm

Competitive Information	
Market Budget:	\$40,000
WPGH Share:	5%
Comment:	
KDKA:	29%
WPCW:	3%
WPXI:	31%
WTAE:	32%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
LN	100%	5	\$2,000.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>5</b>	<b>\$2,000.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2016-Apr	5	\$2,000.00
<b>Total</b>	<b>5</b>	<b>\$2,000.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	4/4/16 10:34 AM					\$0	\$0	
New	4/4/16 10:28 AM	TREVOR HEATON	New	5		\$2,000.00	\$2,000.00	

<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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WPGH Pittsburgh  
750 Ivory Ave  
Pittsburgh, PA 15214

Dudley Media  
919 Catharine St  
Philadelphia, PA 19147

**Contract # 2458755**

**Schedule Dates** 04/06/16-04/12/16  
**Advertiser** Sestak for PA Senate-D (40462)  
**Agency** Dudley Media (7265)  
**Product** POLITICAL CANDIDATE (ns) (1186)  
**Brand** Friends of Joe Sestak (813783)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** DUDLEY,BOB  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** National/Political Candidate Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** Friends of Joe Sesta  
New Order Friends of Sestak pls confirm  
trevor heaton

**Date Entered** 04/04/16  
**Last Modified** 04/05/16  
**Entered By** Jason Baumgarten  
**CO-OP** No  
**Headline #** ECR25139275  
**Demo** A35+  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$258.75  
**Net Total** \$1,466.25  
**Sales Tax**

**Pittsburgh (WPGH)**

By Broadcast Month	Spots	Rate
Apr. 2016	5	\$1,725.00
<b>Grand Total:</b>	<b>5</b>	<b>\$1,725.00</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 / News (1)	04/06/16-04/08/16	3	:30	10P- 11P (EST)				1	1	1			3	\$400.00	\$1,200.00	Pittsburgh (WPGH)		4/5/16
2.0	Normal Line / News (2)	04/11/16-04/12/16	3	:30	10P- 11P (EST)		1	1						1	\$400.00	\$400.00	Pittsburgh (WPGH)		4/5/16
2.0.1	Preempt (2)	04/12/16															Pittsburgh (WPGH)	Political/Spot -	
3.0	Normal Line / SPOT (3)	04/07/16-04/08/16	2	:30	11P- 12A (EST)	1				X	X			1	\$125.00	\$125.00	Pittsburgh (WPGH)		4/5/16

**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.