



125 West 55th St
New York, NY 10019

Contract # 28359750	Changes as of: 2/26/2024 at 11:54 AM	Version: Original Order
CPE: 27/35/210	Flight: 2/26/24 - 3/10/24	Station: WRBL
Agency: BULLHORN COMMUNICATIONS 5016 Webster Street Omaha, NE 68132	Advertiser: DICK BREWBAKER AL-02	Market: Columbus, GA
Product: Primary	Office: WASHINGTON	Con Type: POLITICAL/VOTE
Agency Order #: 13239803	Service: Nielsen	Total \$: \$4,770.00
Buyer: Brown, Linda	Primary Demo: Adults 35+	Total Spots: 16
Salesperson: ERIN SCHUMACHER 212-424-6620	Assistant: ERIN SCHUMACHER 212-424-6620	Total CPP: \$100.85
Separation:		Total GRP: 47.3

Comments: Separation: 30;PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	A35P Rating	Len	2/26 - 3/4		Total Spots	Total \$	CPP*	GRP*
							2/26	3/4				
1	M-F 5a-6a		News 3 5a News	\$80.00	1.9	30	0	0	0	\$0.00	\$42.11	0.0
2	M-F 6a-7a		News 3 6a News	\$250.00	2.5	30	0	0	0	\$0.00	\$100.00	0.0
3	M-F 7a-9a		CBS This Morning	\$250.00	2.5	30	0	0	0	\$0.00	\$100.00	0.0
4	M-F 12n-12:30p		News 3 Midday	\$450.00	5.1	30	0	0	0	\$0.00	\$88.24	0.0
5	M-F 5p-5:30p		News 3 First Edition	\$350.00	3.4	30	0	0	0	\$0.00	\$102.94	0.0
6	M-F 5:30p-6p		News 13 At 5:30p	\$400.00	3.6	30	0	0	0	\$0.00	\$111.11	0.0
7	M-F 11p-11:35p		News 3 Nightwatch	\$350.00	3.3	30	0	0	0	\$0.00	\$106.06	0.0
8	M-F 5a-6a		News 3 5a News	\$80.00	1.7	30	3	1	4	\$320.00	\$47.06	6.8
9	M-F 7a-9a		CBS This Morning	\$250.00	2.5	30	2	1	3	\$750.00	\$100.00	7.5
10	M-F 12n-12:30p		News 3 Midday	\$450.00	4.6	30	3	1	4	\$1,800.00	\$97.83	18.4
11	M-F 5p-5:30p		News 3 First Edition	\$350.00	2.6	30	2	0	2	\$700.00	\$134.62	5.2
12	M-F 5:30p-6p		News 13 At 5:30p	\$400.00	2.7	30	1	0	1	\$400.00	\$148.15	2.7
13	M-F 6p-6:30p		News 3 Evening Edition	\$450.00	3.6	30	1	0	1	\$450.00	\$125.00	3.6
14	M-F 11p-11:35p		News 3 Nightwatch	\$350.00	3.1	30	1	0	1	\$350.00	\$112.90	3.1
TOTALS:							13	3	16	\$4,770.00	\$100.85	47.3



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	Separation:		

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
02/26/24 11:55 AM	REBECCA TONNE	Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$4,770
WRBL Share:	100%
Comment:	

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	16	\$4,770.00	\$100.85	47.3
Total	100%	16	\$4,770.00	\$100.85	47.3

Monthly Summary		
Month	Spots	Dollars
2024-Mar	16	\$4,770.00
Total	16	\$4,770.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	2/26/24 12:22 PM					\$0	\$0	
New	2/26/24 11:54 AM	REBECCA TONNE	New	16		\$4,770.00	\$4,770.00	

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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