



CONFIRMED

TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 25332006

CPE:

Agency: MARK GUMA  
COMMUNICAT

MARK GUMA  
COMMUNICATIONS  
INC 211 WEST 107TH  
ST #2E NEW YORK NY  
10025

Changes as of: 10/17/2016 at 3:31 PM

Flight: 10/18/16 - 10/24/16

Advertiser: Ceretto, John

Product: Ceretto/NY House

Office: WASHINGTON

Version: Current State Version 2

Station: WIVB

Market: Buffalo-Niagara Falls

Total \$: \$29,225.00

Total Spots: 65

Total CPP: \$0.00

Agency Order #:

Buyer: MARK GUMA

Salesperson: JENNA NUBAR

202-872-5880

Primary Demo: Adults 35+

Con Type: POLITICAL/VOTE

Assistant: ANJELICA DAVI

212-408-3261

Total GRP:

Traffic #: 955331

Separation:

Comments: Revising the rates on lns 8 & 9. Also NFL needs to be late game.

#	Day/Time	DP	Program	Rate	A3P Rating	Len	10/18 - 10/24			Total Spots	Total \$	CPP	GRP
							10/18	10/24					
8	M-F 12:30p-1:30p		The Young & The Restless	\$225.00	0.0	30	4	0		4	\$900.00	\$0.00	0.0
Changes: Rate from 150 to 225													
9	M-F 1:30p-2p		Bold and the Beautiful	\$225.00	0.0	30	4	0		4	\$900.00	\$0.00	0.0
Changes: Rate from 150 to 225													
25	Su 4p-7:30p		NFL Late game	\$2,000.00	0.0	30	2	0		2	\$4,000.00	\$0.00	0.0
Changes: Day/Time from Su 1p-4:30p to Su 4p-7:30p. Program from NFL Late game. N @ pittsburgh to NFL Late game													
<b>TOTALS:</b>											<b>65</b>	<b>\$29,225.00</b>	<b>0.0</b>



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Special Instructions	

Order Level Comments		
Date/Time	Added by	Comment
10/17/16 3:31 PM	JENNA NUBAR	Revising the rates on lns 8 & 9. Also NFL needs to be late game.

Competitive Information	
Market Budget:	\$81,181
WTVB Share:	36%
Comment:	
WGRZ:	35%
WKBW:	18%
WUTV:	11%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	65	\$29,225.00	0.0
<b>Total</b>	<b>100%</b>	<b>65</b>	<b>\$29,225.00</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2016-Oct	65	\$29,225.00
<b>Total</b>	<b>65</b>	<b>\$29,225.00</b>

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot-
Revision	10/17/16 3:31 PM	JENNA NUBAR	Revised		
Queued for Electronic Contracting	10/17/16 12:41 PM				
New	10/17/16 12:36 PM	ANJELICA DAVI	Confirmed	65	
				\$28,625.00	\$28,625.00
				\$0	\$0
				\$29,225.00	\$29,225.00
Changes: Calculated Dollars from \$28,625.00 to \$29,225.00, Competitive Market Budget from \$79,514 to \$81,181, Total \$ from \$28,625.00 to \$29,225.00, Comments from to Revising the rates on lns 8 & 9. Also NFL needs to be late game., User Entered from \$28,625.00 to \$29,225.00. 3 buylines added or modified.					

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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