

CONFIRMED



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

#955331

COMPLETED 10/17/16 10/17/16

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 12:36 PM

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

Advertiser: Ceretto, John

Product: Ceretto/NY House

Office: WASHINGTON

Version: Current State Version 1

Station: WIVB

Market: Buffalo-Niagara Falls

Total CPP: \$0.00

Total Spots: 65

Total \$: \$28,625.00

125 West 55th St
New York, NY 10019

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:

Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/18 - 10/24		Total Spots	Total \$	CPP	GRP
							10/18	10/24				
1	M-F 15:30a-8a		Early wake up	\$100.00	0.0	30	2	0	2	\$200.00	\$0.00	0.0
2	M-F 27a-9a		CBs This morning	\$75.00	0.0	30	8	2	10	\$750.00	\$0.00	0.0
3	Sa 16a-8a		wknd wake up	\$75.00	0.0	30	1	0	1	\$75.00	\$0.00	0.0
4	Sa 17a-8a		Wknd wake up	\$75.00	0.0	30	1	0	1	\$75.00	\$0.00	0.0
5	Sa 8a-10a		CBS sat morning	\$125.00	0.0	30	2	0	2	\$250.00	\$0.00	0.0
6	Su 6a-8a		Sun weekend wake up	\$75.00	0.0	30	2	0	2	\$150.00	\$0.00	0.0
7	M-F 712n-12:30p		Noon news	\$350.00	0.0	30	3	0	3	\$1,050.00	\$0.00	0.0
8	M-F 812:30p-1:30p		The Young & The Restless	\$150.00	0.0	30	4	0	4	\$600.00	\$0.00	0.0
9	M-F 91:30p-2p		Bold and the Beautiful	\$150.00	0.0	30	4	0	4	\$600.00	\$0.00	0.0
10	M-F 103p-4p		Wendy williams	\$50.00	0.0	30	3	0	3	\$150.00	\$0.00	0.0
11	M-F 114p-5p		News	\$125.00	0.0	30	3	0	3	\$375.00	\$0.00	0.0
12	M-F 125p-6p		news	\$650.00	0.0	30	2	0	2	\$1,300.00	\$0.00	0.0
13	M-F 136p-6:30p		news	\$550.00	0.0	30	3	0	3	\$1,650.00	\$0.00	0.0
14	M-F 147p-7:30p		Wheel of Fortune	\$500.00	0.0	30	4	0	4	\$2,000.00	\$0.00	0.0
15	M-F 157:30p-8p		Jeopardy	\$750.00	0.0	30	3	0	3	\$2,250.00	\$0.00	0.0
16	M-F 1611p-11:35p		News	\$200.00	0.0	30	4	0	4	\$800.00	\$0.00	0.0
17	Sa 1711p-11:35p		news	\$175.00	0.0	30	1	0	1	\$175.00	\$0.00	0.0
18	M-F 1811:35p-12:37a		Late show Colbert	\$125.00	0.0	30	3	0	3	\$375.00	\$0.00	0.0
19	M 198p-9p		Big Bang Theory/ Kevin can wait	\$1,350.00	0.0	30	0	1	1	\$1,350.00	\$0.00	0.0
20	W 2010p-11p		code black	\$550.00	0.0	30	1	0	1	\$550.00	\$0.00	0.0



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Advertiser: Ceretto, John
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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:
Separation:

#	Day/Time	DP	Program	A35P Rating	Len	Rate	10/18	10/24	10/18 - 10/24	Total Spots	Total \$	CPP	GRP
21	8p-11p		TNF: Chicago @ greenbay	0.0	30	\$1,500.00	2	0		2	\$3,000.00	\$0.00	0.0
22	9p-10p		Hawaii 5-0	0.0	30	\$1,100.00	1	0		1	\$1,100.00	\$0.00	0.0
23	9p-10p		crimetime	0.0	30	\$300.00	1	0		1	\$300.00	\$0.00	0.0
24	12n-1p		NFL today	0.0	30	\$2,750.00	2	0		2	\$5,500.00	\$0.00	0.0
25	1p-4:30p		NFL Late game: N @ pittsburgh	0.0	30	\$2,000.00	2	0		2	\$4,000.00	\$0.00	0.0
TOTALS: 62 3										65	\$28,625.00	\$0.00	0.0



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Agency: MARK GUMA COMMUNICAT Advertiser: Ceretto, John Market: Buffalo-Niagara Falls Total Spots: 65

MARK GUMA COMMUNICATIONS Product: Ceretto/NY House Office: WASHINGTON Total CPP: \$0.00

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

Agency Order #: Primary Demo: Adults 35+ Total GRP:

Buyer: MARK GUMA Con Type: POLITICAL/VOTE

Salesperson: JENNA NUBAR Assistant: ANJELICA DAVI Separation: 212-408-3261

Special Instructions

Competitive Information	
Market Budget: \$79,514	
WIVB Share: 36%	
Comment:	
WGRZ: 35%	
WKBW: 18%	
WUTV: 11%	

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
Total	100%	65	\$28,625.00	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	65	\$28,625.00
Total	65	\$28,625.00

Transaction History				
Trans	Created/Received	Created by	Status	
New	10/17/16 12:36 PM	ANJELICA DAVI	New	

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Trans	Created/Received	Created by	Status	
New	10/17/16 12:36 PM	ANJELICA DAVI	New	

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.