



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 26023860 Changes as of: 5/30/2018 at 8:12 PM Version: Original Order

CPE: //2353 Flight: 6/4/18 - 6/10/18 Station: WTAT Con Type: POLITICAL/VOTE

Agency: TARGET ENTERPRISES Advertiser: MCMASTER, HENRY Market: Charleston, SC Total \$: \$1,250.00

15260 VENTURA BLVD Product: McMaster Henry Office: LOS ANGELES Total Spots: 10

SUITE 1240 SHERMAN Agency Order #: Buyer: BARBARA OTOOLE Service: Nielsen Total CPP: \$32.47

OAKS CA 91403 Salesperson: MARK DEUTSCH Primary Demo: Adults 55+ Total GRP: 38.5

323-966-5272 Assistant: JOSEPH CRUZ Separation:

6/4 - 6/4

#	Day/Time	DP	Program	Rate	Assp Rating	Len	6/4	Total Spots	Total \$	CPP*	GRP*
1	M-F 10p-10:30p		Late News At 10p	\$135.00	4.0	30	5	5	\$675.00	\$33.75	20.0
<i>1x per day</i>											
2	M-F 10:30p-11p		late News At 10p	\$115.00	3.7	30	5	5	\$575.00	\$31.08	18.5
<i>1x per day</i>											
TOTALS:								10	\$1,250.00	\$32.47	38.5



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Con Type: POLITICAL/NOTE

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Advertiser: MCMMASTER, HENRY

Market: Charleston, SC

Total \$: \$1,250.00

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SUITE 1240 SHERMAN
OAKS CA 91403

Product: McMaster Henry

Office: LOS ANGELES

Total Spots: 10

Agency Order #:

Service: Nielsen

Total CPP: \$32.47

Buyer: BARBARA OTOOLE

Primary Demo: Adults 55+

Total GRP: 38.5

Salesperson: MARK DEUTSCH

Assistant: JOSEPH CRUZ

Separation:

323-966-5272

323-966-5001

Special Instructions

Competitive Information

Market Budget:	\$13,389
WTAT Share:	9%
Comment:	Approximate Share
Unknown:	91%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	10	\$1,250.00	\$32.47	38.5
Total	100%	10	\$1,250.00	\$32.47	38.5

Monthly Summary		
Month	Spots	Dollars
2018-Jun	10	\$1,250.00
Total	10	\$1,250.00

Transaction History

Trans	Created/Received	Created by	Status	Spot#	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	5/31/18 9:50 AM					\$0	\$0	
New	5/30/18 8:12 PM	JOSEPH CRUZ	New	10		\$1,250.00	\$1,250.00	

Non-Discrimination Policy
 PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS 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.



WTAT Charleston
4301 Arco Ln
North Charleston, SC 29418

Target Enterprises
15260 Ventura Blvd
Ste 1240
Sherman Oaks, CA 91403

Contract # 1997189

Schedule Dates: 06/04/18-06/08/18
Advertiser: Henry McMaster for Governor (99252)
Agency: Target Enterprises (2076)
Product: POLITICAL CANDIDATE (ns) (1186)
Brand: HENRY MCMASTER (316903)
Salesperson: Millennium/LA, Los Angeles (1101)
Sales Office: Millennium Los Angeles
Buyer Name: OTTOLE, BARBARA
Phone/Fax: /
CPE: 2353
Account Types: National/Political Candidate Agency BRD
Billing Type: Standard
Comments: MARK DEUTSCH
323-966-5272

Date Entered: 05/31/18
Last Modified: 05/31/18
Entered By: Sheanna Caban
CO-OP: No
Headline #: ECR26023860
Demo: A50+R
Order Type: Normal
Package Deal:
Commission %: 15.00
Commission: \$187.50
Net Total: \$1,062.50
Sales Tax:

Charleston 5 (WTAT)		
By Broadcast Month	Spots	Rate
Jun. 2018	10	\$1,250.00
Grand Total:	10	\$1,250.00

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)	06/04/18-06/08/18	5	:30	10P- News-News at 10	1	1	1	1	1	1			5	\$135.00	\$675.00	Charleston 5 (WTAT)	LATE NEWS	5/31/18
2.0	Normal Line / News (2)	06/04/18-06/08/18	5	:30	10:30P- News-News at 10	1	1	1	1	1	1			5	\$115.00	\$575.00	Charleston 5 (WTAT)	LATE NEWS	5/31/18

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: _____ Date: _____
Comments: _____