



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 26226880

Changes as of: 10/19/2018 at 1:20 PM

Version: Original Order

1997883

CPE: /12773
Agency: TARGET ENTERPRISES
15260 VENTURA BLVD
SUITE 1240 SHERMAN
OAKS CA 91403

Flight: 10/22/18 - 10/28/18
Advertiser: MCMASTER, HENRY

Station: WTAT
Market: Charleston, SC

Con Type: POLITI
Total \$: \$9,220.

Product: MCMASTER FOR GOVERNOR

Agency Order #: BARBARA OTOOLE

Service: Nielsen

Office: LOS ANGELES

Total Spots: 17

Buyer: MARK DEUTSCH
Salesperson: 323-966-5272

Primary Demo: Adults 35+
Assistant: KARA VALERIANO
323-966-5069

Separation:

Total CPP: \$126.8;
Total GRP: 72.7

#	Day/Time	DP	Program	Rate	Len	10/22	10/22 - 10/22	Total Spots	Total \$	CPP
1	M-F 7p-7:30p	4	FAMILY FEUD	\$185.00	30	5		5	\$925.00	\$66.0
2	M-F 10p-10:30p	4	LATE NEWS AT 10P	\$160.00	30	5		5	\$800.00	\$57.1
3	Su 11p-11:30p	4	NEWS AT 10	\$145.00	30	1		1	\$145.00	\$53.7
4	Tu 8p-11p	0	MLB WORLD SERIES GAME 1	\$900.00	30	2		2	\$1,800.00	\$150.0
5	Sa 8p-11p	0	MLB WORLD SERIES GAME 2	\$900.00	30	2		2	\$1,800.00	\$150.0
6	Su 4:25p-7:30p	0	NFL SUNDAY LATE GAME	\$1,875.00	30	2		2	\$3,750.00	\$208.3
TOTALS: 17								17	\$9,220.00	\$126.8

nm
10/19

→ 11:30p-12:1a
THU

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 26226880
CPE: //2773
Agency: TARGET ENTERPRISES
15280 VENTURA BLVD
SUITE 1240 SHERMAN OAKS CA 91403

Changes as of: 10/19/2018 at 1:20 PM
Flight: 10/22/18 - 10/28/18
Advertiser: MCMMASTER, HENRY
Product: MCMMASTER FOR GOVERNOR

Version: Original Order
Station: WTAT
Market: Charleston, SC
Office: LOS ANGELES

Con Type: POLITI
Total \$: \$9,220.
Total Spots: 17
Total CPP: \$126.8;
Total GRP: 72.7

Agency Order #: [blank]
Buyer: BARBARA OTOOLE
Salesperson: MARK DEUTSCH
Separation: [blank]
Service: Nielsen
Primary Demo: Adults 35+
Assistant: KARA VALERIANO

Competitive Information	
Market Budget:	\$61,467
WTAT Share:	15%
Comment:	APPROXIMATE SHARES
Unknown:	85%

Daypart Summary		Spots	Dollars	CPP	GRP
Day/Time	% Distrib	17	\$9,220.00	\$126.82	72.7
Total	100%	17	\$9,220.00	\$126.82	72.7

Monthly Summary		Spots
Month		
2018-Oct		17
Total		17

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	10/19/18 1:32 PM					\$0	\$0	
New	10/19/18 1:20 PM	KARA VALERIANO	New	17		\$9,220.00	\$9,220.00	

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 O KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE C 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 # 1997883

Schedule Dates: 10/22/18-10/28/18
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: 2773
Account Types: National/Political Candidate Agency BRD
Billing Type: Standard
Comments: MARK DEUTSCH
323-966-5272

Date Entered: 10/19/18
Last Modified: 10/19/18
Entered By: Sheanna Caban
CO-OP: No
Headline #: ECR26226880
Demo: A35+R
Order Type: Normal
Package Deal:
Commission %: 15.00
Commission: \$1,383.00
Net Total: \$7,837.00
Sales Tax:

Charleston S (WTAT)		
By Broadcast Month	Spots	Rate
Oct. 2018	17	\$9,220.00
Grand Total:	17	\$9,220.00

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 / SPOT (1)	10/22/18-10/26/18	4	:30	7p- Family Feud	1	1	1	1	1				5	\$185.00	\$925.00	Charleston S (WTAT)	FAMILY FEUD	10/19/18
2.0	Normal Line / News (3)	10/28/18-10/28/18	4	:30	11p- News-Sunday News at 10	1							X	1	\$145.00	\$145.00	Charleston S (WTAT)	SUNDAY LATE NEWS	10/19/18
3.0	Normal Line / Baseball (4)	10/23/18-10/23/18	2	:30	7:58-30P- Sports-FOX MLB WORLD SERIES	2		X						2	\$900.00	\$1,800.00	Charleston S (WTAT)	MLB WORLD SERIES GAME 1	10/19/18
4.0	Normal Line / Baseball (5)	10/27/18-10/27/18	2	:30	8P- Sports-FOX MLB WORLD SERIES	2					X			2	\$900.00	\$1,800.00	Charleston S (WTAT)	MLB WORLD SERIES GAME 2	10/19/18
5.0	Normal Line / Football (6)	10/28/18-10/28/18	2	:30	4:25P- Sports-FOX NFL 4p	2						X		2	\$1,875.00	\$3,750.00	Charleston S (WTAT)	NFL SUNDAY LATE GAME	10/19/18
6.0	Normal Line / News (2)	10/22/18-10/22/18	4	:30	10P- News-News at 10	1	1							1	\$160.00	\$160.00	Charleston S (WTAT)	LATE NEWS	10/19/18
7.0	Normal Line / News (2)	10/23/18-10/23/18	4	:30	10:59-50P- News-News at 10	1		1						1	\$160.00	\$160.00	Charleston S (WTAT)	LATE NEWS	10/19/18
8.0	Normal Line / News (2)	10/24/18-10/24/18	4	:30	10:59-50P- News-News at 10	1			1					1	\$160.00	\$160.00	Charleston S (WTAT)	LATE NEWS	10/19/18
9.0	Normal Line / News (2)	10/25/18-10/25/18	4	:30	11:30P- News-News at 10	1				1				1	\$160.00	\$160.00	Charleston S (WTAT)	LATE NEWS	10/19/18
10.0	Normal Line / News (2)	10/26/18-10/26/18	4	:30	10:59-50P- News-News at 10	1					1			1	\$160.00	\$160.00	Charleston S (WTAT)	LATE NEWS	10/19/18

CONFIRMATION CONTRACT

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