



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

10/23

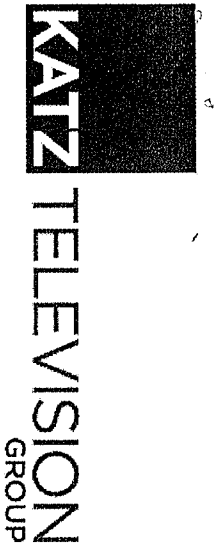
Contract # 26232701 Changes as of: 10/26/2018 at 8:06 PM Version: Original Order

CPE: //2808 Agency: TARGET ENTERPRISES Advertiser: MCMMASTER, HENRY Station: WTAT Total \$: \$9,905.

15280 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403 Product: MCMMASTER FOR GOV Office: LOS ANGELES Total Spots: 17

Agency Order #: Buyer: BARBARA OTOOLE Primary Demo: Adults 35+ Service: Nielsen
Salesperson: MARK DEUTSCH 323-966-5272 Assistant: KARA VALERIANO
Separation: Total CPP: \$129.14
Total GRP: 76.7

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/29 - 10/29		Total Spots	Total \$	CPP
							10/29	10/29			
1	M-F 5:30p-6p		JUDGE JUDY	\$70.00	2.4	30	4		4	\$280.00	\$29.1
2	M-F 7p-7:30p		FAMILY FEUD	\$185.00	2.8	30	4		4	\$740.00	\$66.0
3	M-F 10p-10:30p		LATE NEWS	\$160.00	2.8	30	4		4	\$640.00	\$57.1
4	Su 10p-10:35p		NEWS AT 10	\$145.00	2.7	30	1		1	\$145.00	\$53.7
5	Su 1p-7p		FOX NFL PANTHERS	\$2,175.00	12.0	30	2		2	\$4,350.00	\$181.2
6	Su 4:05p-7:30p		NFL SUNDAY	\$1,875.00	9.0	30	2		2	\$3,750.00	\$208.3
TOTALS: 17									17	\$9,905.00	\$129.1



125 West 55th St
New York, NY 10019

Contract # 26232701 Changes as of: 10/26/2018 at 8:06 PM Version: Original Order
 CPE: //12808 Flight: 10/29/18 - 11/4/18 Station: WTAT
 Agency: TARGET ENTERPRISES Advertiser: MCMASTER, HENRY Market: Charleston, SC
 15260 VENTURA BLVD Product: MCMASTER FOR GOV Office: LOS ANGELES
 SUITE 1240 SHERMAN OAKS CA 91403
 Agency Order #: Service: Nielsen
 Buyer: BARBARA OTOOLE Primary Demo: Adults 35+
 Salesperson: MARK DEUTSCH Assistant: KARA VALERIANO
 323-966-5272 323-966-5069
 Separation: Total Spots: 17
 Total CPM: \$129.14
 Total GRP: 76.7

Special Instructions

Competitive Information	
Market Budget:	\$66,033
WTAT Share:	15%
Comment:	APPROXIMATE SHARES
Unknown:	85%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	GPP	GRP
	100%	17	\$9,905.00	\$129.14	76.7
Total	100%	17	\$9,905.00	\$129.14	76.7

Monthly Summary	
Month	Spots
2018-Nov	17
Total	17

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	10/29/18 9:30 AM					\$0	\$0	
New	10/26/18 8:06 PM	KARA VALERIANO	New	17		\$9,905.00	\$9,905.00	

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 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 # 1997919

Schedule Dates: 10/30/18-11/04/18
Advertiser: Henry McMaster for Governor (99252)
Agency: Target Enterprises (2076)
Product: POLITICAL CANDIDATE (ns) (1186)
Brand: MCMASTER FOR GOV/SC (312693)
Salesperson: Millennium/LA, Los Angeles (1101)
Sales Office: Millennium Los Angeles
Buyer Name: OTOOLE, BARBARA
Phone/Fax: /
CPE: 2808
Account Types: National/Political Candidate Agency BRD
Billing Type: Weekly/Irregular
Comments: MCMASTER FOR GOVERNOR
MARK DEUTSCH 323-966-5069

Date Entered: 10/29/18
Last Modified: 10/29/18
Entered By: Randi Weathers
CO-OP: No
Headline #: ECR26232701
Demo: A35+R
Order Type: Normal
Package Deal:
Commission %: 15.00
Commission: \$1,485.75
Net Total: \$8,419.25
Sales Tax:

Charleston S (WTAT)		
By Broadcast Month	Spots	Rate
Nov. 2018	17	\$9,905.00
Grand Total:	17	\$9,905.00

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)	10/30/18-11/02/18	5	:30	5:30P- Judge Judy B	1		1	1	1	1			4	\$70.00	\$280.00	Charleston S (WTAT)	JUDGE JUDY	10/29/18
2.0	Normal Line / SPOT (2)	10/30/18-11/02/18	5	:30	7P- Family Feud	1		1	1	1	1			4	\$185.00	\$740.00	Charleston S (WTAT)	FAMILY FEUD	10/29/18
3.0	Normal Line / News (3)	10/30/18-11/02/18	5	:30	10P- News-News at 10	1		1	1	1	1			4	\$160.00	\$640.00	Charleston S (WTAT)	LATE NEWS	10/29/18
4.0	Normal Line / News (4)	11/04/18-11/04/18	4	:30	10P- News-Sunday News at 10	1							X	1	\$145.00	\$145.00	Charleston S (WTAT)	NEWS AT 10	10/29/18
5.0	Normal Line / Football (5)	11/04/18-11/04/18	1	:30	1P- Sports-FOX NFL 1p	2							X	2	\$2,175.00	\$4,350.00	Charleston S (WTAT)	FOX NFL PANTHERS	10/29/18
6.0	Normal Line / Football (6)	11/04/18-11/04/18	2	:30	4:05P- Sports-FOX NFL 4p	2							X	2	\$1,875.00	\$3,750.00	Charleston S (WTAT)	NFL SUNDAY	10/29/18

CONFIRMATION CONTRACT

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