



125 West 55th St
New York, NY 10019

| | | |
|--------------------------------|--|--|
| Contract # 25289129 | Changes as of: 9/22/2016 at 3:48 PM | Version: Current State Version 5 |
| CPE: MGA16/ORDR/919C0P | Flight: 9/19/16 - 10/2/16 | Station: WOOD |
| Agency: DEL CIELO MEDIA | Advertiser: Making Government Accountable | Market: Grand Rapids |
| 1427 LESLIE AVENUE | Product: ORDR | Office: WASHINGTON |
| SUITE 102 | Agency Order #: 30048391 | Primary Demo: Adults 35+ |
| ALEXANDRIA, VA 22301 | Buyer: LEVINE, RANDE | Con Type: POLITICAL/VOTE |
| | Salesperson: NILE NOYES 202-872-5880 | Assistant: NILE NOYES 202-872-5880 |

Total \$: \$16,300.00
Total Spots: 46
Total CPP: \$176.60
Total GRP: 92.3
Traffic #: 934706

Comments: ADD TO SCHEDULE - PLS BOOK ASAP EST 919C0P FLIGHT 9/19 - 10/2 "ADDED" SPOTS NOTED, SEE BOTTOM OF ORDER DO NOT DOUBLE BOOK PLS CONFIRM ASAP THANK YOU rlevine@delcielomedia.com 571-585-8781

| # | Day/Time | DP | Program | Rate | A35P Rating | Len | 9/19 - 10/1 | | | | | | | | | | | | |
|----------------|--------------|----|----------------|------------|-------------|-----|-------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| | | | | | | | 9/19 | 9/20 | 9/21 | 9/22 | 9/23 | 9/24 | 9/25 | 9/26 | 9/27 | 9/28 | 9/29 | 9/30 | 10/1 |
| 1 | M-F 12n-1p | | NEWS 8 AT NOON | \$300.00 | 2.3 | 30 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |
| 2 | M-F 4p-5p | | ELLEN | \$250.00 | 1.5 | 30 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | |
| 3 | M-F 7:30p-8p | | INSIDE EDITION | \$500.00 | 2.6 | 30 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | |
| 4 | M-F 12n-1p | | NEWS 8 AT NOON | \$300.00 | 2.3 | 30 | 0 | 0 | 0 | 1 | 2 | 0 | 0 | 1 | 2 | 2 | 1 | 2 | 0 |
| ADDED | | | | | | | | | | | | | | | | | | | |
| 5 | M-F 4p-5p | | ELLEN | \$250.00 | 1.5 | 30 | 0 | 0 | 0 | 1 | 2 | 0 | 0 | 2 | 2 | 1 | 2 | 2 | 0 |
| ADDED | | | | | | | | | | | | | | | | | | | |
| 6 | M-F 7:30p-8p | | INSIDE EDITION | \$500.00 | 2.6 | 30 | 0 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 1 | 1 | 2 | 2 | 0 |
| ADDED | | | | | | | | | | | | | | | | | | | |
| 7 | Sa 7a-8a | | NEWS | \$300.00 | 0.0 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | |
| 8 | F 9p-11p | | DATELINE | \$1,000.00 | 0.0 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| TOTALS: | | | | | | | 0 | 2 | 2 | 6 | 6 | 1 | 0 | 4 | 6 | 6 | 6 | 7 | 0 |





125 West 55th St
New York, NY 10019

| | | |
|--------------------------------|--|---|
| Contract # 25289129 | Changes as of: 9/22/2016 at 3:48 PM | Version: Current State Version 5 |
| CPE: MGA16/ORDR/919C0P | Flight: 9/19/16 - 10/2/16 | Station: WOOD |
| Agency: DEL CIELO MEDIA | Advertiser: Making Government Accountable | Market: Grand Rapids |
| 1427 LESLIE AVENUE | Product: ORDR | Office: WASHINGTON |
| SUITE 102 | Agency Order #: 30048391 | Primary Demo: Adults 35+ |
| ALEXANDRIA, VA | Buyer: LEVINE, RANDE | Con Type: POLITICAL/VOTE |
| 22301 | Salesperson: NILE NOYES | Assistant: NILE NOYES |
| | 202-872-5880 | 202-872-5880 |

Comments: ADD TO SCHEDULE - PLS BOOK ASAP EST 919C0P FLIGHT 9/19 - 10/2 "ADDED" SPOTS NOTED, SEE BOTTOM OF ORDER DO NOT DOUBLE BOOK PLS CONFIRM ASAP THANK YOU rlevine@delcielomedia.com 571-585-8781

| # | Day/Time | DP | Program | Rate | A35P Rating | Len | 10/2 - 10/2 | | Total Spots | Total \$ | CPP | GRP |
|------------------|--------------|----|----------------|------------|-------------|-----|-------------|--|-------------|--------------------|-----------------|-------------|
| | | | | | | | 10/2 | | | | | |
| 1 | M-F 12n-1p | | NEWS 8 AT NOON | \$300.00 | 2.3 | 30 | 0 | | 4 | \$1,200.00 | \$130.43 | 9.2 |
| 2 | M-F 4p-5p | | ELLEN | \$250.00 | 1.5 | 30 | 0 | | 4 | \$1,000.00 | \$166.67 | 6.0 |
| 3 | M-F 7:30p-8p | | INSIDE EDITION | \$500.00 | 2.6 | 30 | 0 | | 4 | \$2,000.00 | \$192.31 | 10.4 |
| 4 | M-F 12n-1p | | NEWS 8 AT NOON | \$300.00 | 2.3 | 30 | 0 | | 11 | \$3,300.00 | \$130.43 | 25.3 |
| 5 | M-F 4p-5p | | ELLEN | \$250.00 | 1.5 | 30 | 0 | | 12 | \$3,000.00 | \$166.67 | 18.0 |
| 6 | M-F 7:30p-8p | | INSIDE EDITION | \$500.00 | 2.6 | 30 | 0 | | 9 | \$4,500.00 | \$192.31 | 23.4 |
| 7 | Sa 7a-8a | | NEWS | \$300.00 | 0.0 | 30 | 0 | | 1 | \$300.00 | \$0.00 | 0.0 |
| 8 | F 9p-11p | | DATELINE | \$1,000.00 | 0.0 | 30 | 0 | | 1 | \$1,000.00 | \$0.00 | 0.0 |
| TOTALS: 0 | | | | | | | | | 46 | \$16,300.00 | \$176.60 | 92.3 |



125 West 55th St
New York, NY 10019

| | | |
|--------------------------------|--|--|
| Contract # 25289129 | Changes as of: 9/22/2016 at 3:48 PM | Version: Current State Version 5 |
| CPE: MGA16/ORDR/919C0P | Flight: 9/19/16 - 10/2/16 | Station: WOOD |
| Agency: DEL CIELO MEDIA | Advertiser: Making Government Accountable | Market: Grand Rapids |
| 1427 LESLIE AVENUE | Product: ORDR | Office: WASHINGTON |
| SUITE 102 | Agency Order #: 30048391 | Primary Demo: Adults 35+ |
| ALEXANDRIA, VA 22301 | Buyer: LEVINE, RANDE | Con Type: POLITICAL/VOTE |
| | Salesperson: NILE NOYES 202-872-5880 | Assistant: NILE NOYES 202-872-5880 |
| | | Total \$: \$16,300.00 |
| | | Total Spots: 46 |
| | | Total CPP: \$176.60 |
| | | Total GRP: 92.3 |
| | | Traffic #: 934706 |
| | | Separation: |

| | |
|-----------------------------|--|
| Special Instructions | |
|-----------------------------|--|

| Order Level Comments | | |
|----------------------|--------------------|---|
| Date/Time | Added by | Comment |
| 09/22/16 2:27 PM | KieuAnh Nguyen | LINE 6: STN REJECTED CAN'T DO 3 IN ONE DAY "SEE LINE 3", STN RE-OFFER MG: 1X 9/11 9-11P (DATELINE) @1000 THANKS KIEU-ANH |
| 09/22/16 10:48 AM | KieuAnh Nguyen | LINE 6: 2X 9/26 NA PROG CHG, STN OFFER MG: 1X 9/26 7-8P (ART PRIZE LOCAL SPECIAL:THE SHORT LIST) @1000 THANKS KIEU-ANH |
| 09/21/16 3:29 PM | NILE NOYES | ADD TO SCHEDULE - PLS BOOK ASAP EST 919C0P FLIGHT 9/19 - 10/2 "ADDED" SPOTS NOTED, SEE BOTTOM OF ORDER DO NOT DOUBLE BOOK PLS CONFIRM ASAP THANK YOU rlevine@delcielomedia.com 571-585-8781 |
| 09/21/16 12:09 PM | KieuAnh Nguyen | LINE 1: 1X 9/20 NA DUE TO SPECIAL REPORT, STN OFFER MG: 1X 9/24 SAT 7-8A (NEWS) @300 THANKS KIEU-ANH |
| 09/21/16 11:22 AM | System | Notice Received. |
| 09/21/16 10:52 AM | GOTOSTRATA\nnoyes1 | ADD TO SCHEDULE - PLS BOOK ASAP EST 919C0P FLIGHT 9/19 - 10/2 "ADDED" SPOTS NOTED, SEE BOTTOM OF ORDER DO NOT DOUBLE BOOK PLS CONFIRM ASAP THANK YOU rlevine@delcielomedia.com 571-585-8781 |
| 09/16/16 2:08 PM | System | Notice Received. |
| 09/16/16 2:03 PM | NILE NOYES | NEW ORDER - PLS BOOK ASAP EST 919C0P STARTS MONDAY FLIGHT 9/19 - 10/2 Payment and Copy to follow asap PLS CONFIRM ASAP THANK YOU rlevine@delcielomedia.com 571-585-8781 |

| Competitive Information | |
|-------------------------|-----------------|
| Market Budget: | \$70,870 |
| WOOD Share: | 23% |
| Comment: | |
| WOTV: | 1% |
| WWMT: | 16% |
| WXMI: | 23% |
| WZZM: | 37% |

| Daypart Summary | | | | | |
|-----------------|-------------|-----------|--------------------|-----------------|-------------|
| Day/Time | % Distrib | Spots | Dollars | CPP | GRP |
| | 100% | 46 | \$16,300.00 | \$176.60 | 92.3 |
| Total | 100% | 46 | \$16,300.00 | \$176.60 | 92.3 |

| Monthly Summary | | |
|-----------------|-----------|--------------------|
| Month | Spots | Dollars |
| 2016-Sep | 17 | \$5,800.00 |
| 2016-Oct | 29 | \$10,500.00 |
| Total | 46 | \$16,300.00 |

| Transaction History | | | | | | | | |
|---------------------|------------------|----------------|-------------|-------|-------|--------|-------------|--|
| Trans | Created/Received | Created by | Status | Spot+ | Spot- | \$ Chg | Contract \$ | Comment |
| Revision | 9/22/16 3:44 PM | NILE NOYES | Confirmed | | 1 | \$0 | \$16,300.00 | Changes: Total Spots from 47 to 46, Total GRPs from 97.5 to 92.3, Total CPP from \$167.18 to \$176.60. 2 buylines added or modified. |
| Makegood 3 | 9/22/16 2:27 PM | KieuAnh Nguyen | Sent_To_Rep | | | \$0 | \$16,300.00 | |
| Revision | 9/22/16 2:06 PM | NILE NOYES | Confirmed | | | \$0 | \$16,300.00 | Changes: 1 buyline added or modified. |
| Makegood 2 | 9/22/16 10:48 AM | KieuAnh Nguyen | Confirmed | | | \$0 | \$16,300.00 | Changes: Total GIMPs from 100 to 98, Total CPM from \$163,326.65 to \$167,179.49. |



125 West 55th St
New York, NY 10019

| | | |
|--------------------------------|--|--|
| Contract # 25289129 | Changes as of: 9/22/2016 at 3:48 PM | Version: Current State Version 5 |
| CPE: MGA16/ORDR/919C0P | Flight: 9/19/16 - 10/2/16 | Station: WOOD Total \$: \$16,300.00 |
| Agency: DEL CIELO MEDIA | Advertiser: Making Government Accountable | Market: Grand Rapids Total Spots: 46 |
| 1427 LESLIE AVENUE | Product: ORDR | Office: WASHINGTON Total CPP: \$176.60 |
| SUITE 102 | Agency Order #: 30048391 | Primary Demo: Adults 35+ Total GRP: 92.3 |
| ALEXANDRIA, VA 22301 | Buyer: LEVINE, RANDE | Con Type: POLITICAL/VOTE Traffic #: 934706 |
| | Salesperson: NILE NOYES 202-872-5880 | Assistant: NILE NOYES 202-872-5880 Separation: |

| Transaction History | | | | | | | | |
|-----------------------------------|------------------|--------------------|-----------|-------|-------|-------------|-------------|--|
| Trans | Created/Received | Created by | Status | Spot+ | Spot- | \$ Chg | Contract \$ | Comment |
| Revision | 9/21/16 3:29 PM | NILE NOYES | Confirmed | | | \$0 | \$16,300.00 | Changes: Total GRPs from 99.8 to 97.5, Total CPP from \$163.33 to \$167.18, Competitive Market Budget from \$23,043 to \$70,870, User Entered \$ from \$0.00 to \$16,300.00. 2 buylines added or modified. |
| Makegood 1 | 9/21/16 12:09 PM | KieuAnh Nguyen | Confirmed | | | \$0 | \$16,300.00 | Changes: Total GIMPs from 0 to 100, Total CPM from \$0.00 to \$163,326.65. |
| Revision | 9/21/16 10:52 AM | GOTOSTRATA\nnoyes1 | Confirmed | 34 | | \$11,800.00 | \$16,300.00 | Changes: Comments from NEW ORDER - PLS BOOK ASAP EST 919C0P STARTS MONDAY FLIGHT 9/19 - 10/2 Payment and Copy to follow asap PLS CONFIRM ASAP THANK YOU rlevine@delcielomedia.com 571-585-8781 to ADD TO SCHEDULE - PLS BOOK ASAP EST 919C0P FLIGHT 9/19 - 10/2 "ADDED" SPOTS NOTED, SEE BOTTOM OF ORDER DO NOT DOUBLE BOOK PLS CONFIRM ASAP THANK YOU rlevine@delcielomedia.com 571-585-8781 , Total \$ from \$4,500.00 to \$16,300.00, Total GRPs from 27.9 to 99.8, Total Spots from 13 to 47, Total CPP from \$161.29 to \$163.33. 3 buylines added or modified. |
| Queued for Electronic Contracting | 9/16/16 2:07 PM | | | | | \$0 | \$0 | |
| New | 9/16/16 2:03 PM | NILE NOYES | Confirmed | 13 | | \$4,500.00 | \$4,500.00 | |

| | |
|----------------------------------|---|
| 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. |
|----------------------------------|---|