

10/18

WRC NRA - ILA Rev 1 of 263467



125 West 55th St  
New York, NY 10019

Contract # 25311063 Changes as of: 9/20/2016 at 1:53 PM Version: Current State Version 1

CPE: 375/944/7770  
Agency: RED EAGLE MEDIA GROU  
Advertiser: NRA-ILA  
Product: 2016  
Station: WKRC  
Market: Cincinnati  
Total Spots: 7  
Total \$: \$41,400.00

RED EAGLE MEDIA  
GROUP 815 SLATERS  
LANE ALEXANDRIA  
VA 22314  
Office: WASHINGTON  
Total CPP: \$981.04

Agency Order #: 5405367  
Buyer: Eagle Media Media Assistant, Red  
Salesperson: ALEXANDRIA BRADLEY  
202-955-5342  
Primary Demo: Adults 35-64  
Con Type: POLITICAL/VOTE  
Assistant: ALEXANDRIA BRADLEY  
202-955-5342  
Total GRP: 42.2  
Separation:

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A3564 Rating	10/18 - 10/24							Total Spots	Total \$	CPP	GRP
						10/18	10/19	10/20	10/21	10/22	10/23	10/24				
1	Tu-F M 6p-6:30p		LOCAL 12 NEWS-6	\$3,600.00	4.7	1	1	1	0	0	0	1	4	\$14,400.00	\$765.96	18.8
2	Su 6:30p-7p		LOCAL 12-630 SU	\$2,000.00	3.0	0	0	0	0	0	1	0	1	\$2,000.00	\$666.67	3.0
3	Sa 10p-11p		48 HOURS	\$5,000.00	5.4	0	0	0	0	1	0	0	1	\$5,000.00	\$925.93	5.4
4	Su 4:30p-7p		NFL PATS VS STEELERS	\$20,000.00	15.0	0	0	0	0	0	1	0	1	\$20,000.00	\$1,333.33	15.0
TOTALS:						1	1	1	0	1	2	1	7	\$41,400.00	\$981.04	42.2



KATZ  
TELEVISION  
GROUP

125 West 55th St  
New York, NY 10019

Contract # 25311063

Changes as of: 9/20/2016 at 1:53 PM

Version: Current State Version 1

CPE: 375/944/7770

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

Station: WKRC

Total \$: \$41,400.00

Agency: RED EAGLE MEDIA  
GROU

Advertiser: NRA-ILA

Market: Cincinnati

Total Spots: 7

RED EAGLE MEDIA  
GROUP 815 SLATERS  
LANE ALEXANDRIA  
VA 22314

Product: 2016

Office: WASHINGTON

Total CPP: \$981.04

Agency Order #: 5405367

Primary Demo: Adults 35-64

Total GRP: 42.2

Buyer: Eagle Media Media  
Assistant, Red

Con Type: POLITICAL/VOTE

Salesperson: ALEXANDRA  
BRADLEY

Assistant: ALEXANDRA BRADLEY  
202-955-5342

Separation:

Special Instructions		

Date/Time	Added by	Comment
09/20/16 1:53 PM	ALEXANDRA BRADLEY	Separation: 30

Competitive Information	
Market Budget:	\$78,261
WKRC Share:	23%
Comment:	
EKRC:	2%
WCPO:	9%
WLWT:	20%
WSTR:	27%
WXIX:	19%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	7	\$41,400.00	\$981.04	42.2
Total	100%	7	\$41,400.00	\$981.04	42.2

Monthly Summary		
Month	Spots	Dollars
2016-Oct	7	\$41,400.00
Total	7	\$41,400.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot#	Spot-	\$ Chg
Queued for Electronic Contracting	9/20/16 1:53 PM					\$0
New	9/20/16 1:52 PM	ALEXANDRA BRADLEY	New	7		\$41,400.00

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.
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WKRC  
1906 Highland Ave  
Cincinnati, OH 45219

WKRC CINCINNATI

Red Eagle Media Group  
815 Slaters Ln  
Alexandria, VA 22314

# Contract # 2634671

Schedule Dates	10/18/16-10/24/16	Date Entered	09/20/16
Advertiser	NRA-National Rifle Assoc-Institute for Legislative A	Last Modified	09/20/16
Agency	Red Eagle Media Group (15829)	Entered By	Zynthia Croan
Product	POLITICAL ISSUE (ns) (1187)	CO-OP	No
Brand	375/944/7770 (861137)	Headline #	ECR25311063
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A3564
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Media Med,Eagle	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	375/944/7770	Commission	\$6,210.00
Account Types	National/Political Issue Agency BRD	Net Total	\$35,190.00
Billing Type	Weekly/Irregular	Sales Tax	
Comments	2016 Separation: 30 ALEX BRADLEY		

Cincinnati (WKRC)		
By Broadcast Month	Spots	Rate
Oct. 2016	7	\$41,400.00
Grand Total:	7	\$41,400.00

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 (1-4.7)	10/18/16-10/18/16	2	1:00	5:57-21P- News-Local 12 News at 6p	1		X						1	\$3,600.00	\$3,600.00	Cincinnati (WKRC)	LOCAL12 NEWS-6	9/20/16
2.0	Normal Line / News (1-4.7)	10/19/16-10/19/16	2	1:00	5:57-21P- News-Local 12 News at 6p	1			X					1	\$3,600.00	\$3,600.00	Cincinnati (WKRC)	LOCAL12 NEWS-6	9/20/16
3.0	Normal Line / News (1-4.7)	10/20/16-10/20/16	2	1:00	5:57-21P- News-Local 12 News at 6p	1				X				1	\$3,600.00	\$3,600.00	Cincinnati (WKRC)	LOCAL12 NEWS-6	9/20/16
4.0	Normal Line / News (1-4.7)	10/24/16-10/24/16	2	1:00	5:57-21P- News-Local 12 News at 6p	1	X							1	\$3,600.00	\$3,600.00	Cincinnati (WKRC)	LOCAL12 NEWS-6	9/20/16
5.0	Normal Line / Prime (2-3.0)	10/23/16-10/23/16	2	1:00	7:30P- CBS-60 Minutes (Sunday)	1						X		1	\$2,000.00	\$2,000.00	Cincinnati (WKRC)	60 MTNS	9/20/16
6.0	Normal Line / Prime (2-3.0)	10/22/16-10/22/16	3	1:00	10P- CBS-48 Hours (Saturday)	1					X			1	\$5,000.00	\$5,000.00	Cincinnati (WKRC)	48 HOURS	9/20/16
7.0	Normal Line / Football (4-15.0)	10/23/16-10/23/16	2	1:00	4:30P- Sports-CBS NFL 2	1						X		1	\$20,000.00	\$20,000.00	Cincinnati (WKRC)	NFL PATS VS STEELERS	9/20/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.