



125 West 55th St
New York, NY 10019

Contract # 26149152	Changes as of: 9/13/2018 at 3:11 PM	Version: Current State Version 1
CPE: //2549	Flight: 10/1/18 - 10/7/18	Station: KRCR
Agency: TARGET ENTERPRISES 15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403	Advertiser: No on Prop 8 - Dialysis	Market: Chico
	Product: No on 8 - stop the dangerous dialysis proposition	Office: LOS ANGELES
Agency Order #:	Buyer: NATALIE KRUGLIAK	Service: Nielsen
	Salesperson: JENNA AVISHAY 323-966-5205	Primary Demo: Adults 35+
Separation:		Assistant: RILEY SCHONEMAN 323-966-5009
		Con Type: POLITICAL/VOTE
		Total \$: \$10,400.00
		Total Spots: 27
		Total CPP: \$71.67
		Total GRP: 145.1

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/1 - 10/1		Total Spots	Total \$	CPP*	GRP*
							10/1					
1	M-F 6a-7a		KRCR NEWS CHANNEL 7 DAYBREAK AT 6AM	\$400.00	4.4	30	5		5	\$2,000.00	\$90.91	22.0
2	M-F 7a-9a		GOOD MORNING AMERICA	\$400.00	4.3	30	5		5	\$2,000.00	\$93.02	21.5
3	M-F 4p-5p		JUDGE JUDY	\$90.00	2.7	30	5		5	\$450.00	\$33.33	13.5
4	M-F 5:30p-6p		KRCR NEWS CHANNEL 7 AT 5:30PM	\$600.00	8.4	30	5		5	\$3,000.00	\$71.43	42.0
5	M-F 6:30p-7p		KRCR NEWS CHANNEL 7 AT 6:30PM	\$500.00	7.5	30	5		5	\$2,500.00	\$66.67	37.5
6	Su 7a-8a		GOOD MORNING AMERICA	\$150.00	2.4	30	1		1	\$150.00	\$62.50	2.4
7	Su 5:30p-6p		KRCR NEWS CHANNEL 7 AT 5:30PM	\$300.00	6.2	30	1		1	\$300.00	\$48.39	6.2
TOTALS:									27	\$10,400.00	\$71.67	145.1



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Special Instructions	
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Competitive Information	
Market Budget:	\$28,889
KRCR Share:	36%
Comment:	RANK AND SHARE ESTIMATED
KCVU:	12%
KHSL:	29%
KNVN:	23%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	27	\$10,400.00	\$71.67	145.1
Total	100%	27	\$10,400.00	\$71.67	145.1

Monthly Summary		
Month	Spots	Dollars
2018-Oct	27	\$10,400.00
Total	27	\$10,400.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	9/14/18 8:57 AM					\$0	\$0	
New	9/13/18 3:11 PM	RILEY SCHONEMAN	New	27		\$10,400.00	\$10,400.00	

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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