



125 West 55th St  
New York, NY 10019

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

#	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
<b>TOTALS:</b>							<b>27</b>		<b>27</b>	<b>\$10,400.00</b>	<b>\$71.67</b>	<b>145.1</b>



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<b>Agency:</b> TARGET ENTERPRISES	<b>Advertiser:</b> No on Prop 8 - Dialysis	<b>Market:</b> Chico
15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403	<b>Product:</b> No on 8 - stop the dangerous dialysis proposition	<b>Office:</b> LOS ANGELES
<b>Agency Order #:</b>	<b>Service:</b> Nielsen	<b>Total Spots:</b> 27
<b>Buyer:</b> NATALIE KRUGLIAK	<b>Primary Demo:</b> Adults 35+	<b>Total CPP:</b> \$71.67
<b>Salesperson:</b> JENNA AVISHAY 323-966-5205	<b>Assistant:</b> RILEY SCHONEMAN 323-966-5009	<b>Total GRP:</b> 145.1
<b>Separation:</b>		

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

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

Monthly Summary		
Month	Spots	Dollars
2018-Oct	27	\$10,400.00
<b>Total</b>	<b>27</b>	<b>\$10,400.00</b>

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	

<b>Non-Discrimination Policy</b>	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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