



125 West 55th St
New York, NY 10019

Contract # 26156241	Changes as of: 9/20/2018 at 12:58 PM	Version: Current State Version 1	
CPE: //2709	Flight: 9/23/18 - 9/30/18	Station: KRCR	Con Type: POLITICAL/VOTE
Agency: TARGET ENTERPRISES 15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403	Advertiser: No on Prop 8 - Dialysis	Market: Chico	Total \$: \$11,300.00
Product: No On 8 - stop the dangerous dialysis proposition	Office: LOS ANGELES	Total Spots: 25	
Agency Order #:	Service: Nielsen	Total CPP: \$76.40	
Buyer: NATALIE KRUGLIAK	Primary Demo: Adults 35+	Total GRP: 147.9	
Salesperson: JENNA AVISHAY 323-966-5205	Assistant: RILEY SCHONEMAN 323-966-5009		
Separation:			

#	Day/Time	DP	Program	Rate	A35P Rating	Len	9/23 - 9/24			Total Spots	Total \$	CPP*	GRP*
							9/23	9/24					
1	M-F 6a-7a		KRCR News Channel 7 Daybreak at 6am	\$400.00	4.4	30	0	5		5	\$2,000.00	\$90.91	22.0
2	M-F 7a-9a		Good Morning America	\$400.00	4.3	30	0	8		8	\$3,200.00	\$93.02	34.4
3	M-F 5:30p-6p		KRCR News Channel 7 at 530pm	\$600.00	8.4	30	0	5		5	\$3,000.00	\$71.43	42.0
4	M-F 6:30p-7p		KRCR News Channel 7 at 630pm	\$500.00	7.5	30	0	5		5	\$2,500.00	\$66.67	37.5
5	Su 5:30p-6p		KRCR News Channel 7 at 530pm	\$300.00	6.0	30	1	1		2	\$600.00	\$50.00	12.0
TOTALS:							1	24		25	\$11,300.00	\$76.40	147.9



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Agency: TARGET ENTERPRISES		Advertiser: No on Prop 8 - Dialysis		Market: Chico	
15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403		Product: No On 8 - stop the dangerous dialysis proposition		Office: LOS ANGELES	
Agency Order #:		Service: Nielsen		Total Spots: 25	
Buyer: NATALIE KRUGLIAK		Primary Demo: Adults 35+		Total CPP: \$76.40	
Salesperson: JENNA AVISHAY 323-966-5205		Assistant: RILEY SCHONEMAN 323-966-5009		Total GRP: 147.9	
Separation:					

Special Instructions	
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Competitive Information	
Market Budget:	\$23,061
KRCR Share:	49%
Comment:	rank and share estimated
KHSL:	28%
KNVN:	23%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	25	\$11,300.00	\$76.40	147.9
Total	100%	25	\$11,300.00	\$76.40	147.9

Monthly Summary		
Month	Spots	Dollars
2018-Sep	25	\$11,300.00
Total	25	\$11,300.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	9/20/18 12:58 PM	RILEY SCHONEMAN	New	25		\$11,300.00	\$11,300.00	

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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