



125 West 55th St
New York, NY 10019

| | | |
|--------------------------------|---|---|
| Contract # 26145090 | Changes as of: 9/20/2018 at 10:10 AM | Version: Current State Version 3 |
| CPE: 210/565/1651 | Flight: 9/11/18 - 9/17/18 | Station: WKEF |
| Agency: SRCP Media | Advertiser: DEWINE, MIKE | Market: Dayton |
| 201 NORTH UNION ST | Product: Tu-Mon week | Office: PHILADELPHIA |
| SUITE 200 | | Con Type: POLITICAL/VOTE |
| ALEXANDRIA VA | | Total \$: \$7,410.00 |
| 22314 | | Total Spots: 28 |
| Agency Order #: 7719954 | Service: Nielsen | Total CPP: \$81.07 |
| Buyer: Rusk, Christine | Primary Demo: Adults 18+ | Total GRP: 91.4 |
| Salesperson: FRAN BROWN | Assistant: FRAN BROWN | Traffic #: 3486918 |
| 215-563-5400 | 215-563-5400 | |
| Separation: | | |

Comments: Separation: 30

| # | Day/Time | DP | Program | Rate | A18P Rating | Len | 9/11 - 9/11 | | Total Spots | Total \$ | CPP* | GRP* |
|---|--------------------|----|-----------------------------|------------|-------------|-----|-------------|--|-------------|----------|----------|------|
| | | | | | | | 9/11 | | | | | |
| 1 | Tu-F,M 7a-8a | | GOOD MORNING AMERICA | \$50.00 | 1.9 | 30 | 0 | | 0 | \$0.00 | \$26.32 | 0.0 |
| Target 200302 Index: 103. Nielsen: 1.4 | | | | | | | | | | | | |
| 2 | Sa 8a-9a | | GOOD MORNING AMERICA SAT. | \$90.00 | 1.6 | 30 | 0 | | 0 | \$0.00 | \$56.25 | 0.0 |
| Target 200302 Index: 109. Nielsen: 1.2 | | | | | | | | | | | | |
| 3 | Su 8a-9a | | GOOD MORNING AMERICA SUNDAY | \$90.00 | 2.5 | 30 | 0 | | 0 | \$0.00 | \$36.00 | 0.0 |
| Target 200302 Index: 111. Nielsen: 1.3 | | | | | | | | | | | | |
| 4 | Tu-F,M 11a-12n | | THE VIEW | \$30.00 | 1.8 | 30 | 0 | | 0 | \$0.00 | \$16.67 | 0.0 |
| Target 200302 Index: 116. Nielsen: 1.4 | | | | | | | | | | | | |
| 5 | Tu-F,M 5p-6p | | JUDGE JUDY | \$45.00 | 2.3 | 30 | 0 | | 0 | \$0.00 | \$19.57 | 0.0 |
| Target 200302 Index: 108. Nielsen: 2 | | | | | | | | | | | | |
| 6 | Sa 6p-6:30p | | FOX 45 NEWS ON ABC | \$100.00 | 6.0 | 30 | 0 | | 0 | \$0.00 | \$16.67 | 0.0 |
| Target 200302 Index: 109. Nielsen: 0.8 | | | | | | | | | | | | |
| 7 | Tu-F,M 7p-7:30p | | FAMILY FEUD | \$155.00 | 3.6 | 30 | 0 | | 0 | \$0.00 | \$43.06 | 0.0 |
| Target 200302 Index: 107. Nielsen: 2.7 | | | | | | | | | | | | |
| 8 | Sa 7p-8p | | JUDGE JUDY | \$50.00 | 6.5 | 30 | 0 | | 0 | \$0.00 | \$7.69 | 0.0 |
| Target 200302 Index: 110. Nielsen: 1.5 | | | | | | | | | | | | |
| 9 | Tu-F,M 7:30p-8p | | FAMILY FEUD | \$215.00 | 3.6 | 30 | 0 | | 0 | \$0.00 | \$59.72 | 0.0 |
| Target 200302 Index: 107. Nielsen: 3.8 | | | | | | | | | | | | |
| 10 | Sa 8p-11:30p | | OSU FOOTBALL | \$3,500.00 | 9.5 | 30 | 0 | | 0 | \$0.00 | \$368.42 | 0.0 |
| 11 | Sa 11p-11:30p | | FOX 45 NEWS ON ABC | \$105.00 | 11.2 | 30 | 0 | | 0 | \$0.00 | \$9.38 | 0.0 |
| Target 200302 Index: 110. Nielsen: 2.2000000000000002 | | | | | | | | | | | | |
| 12 | Tu-F,M 7a-8a | | GOOD MORNING AMERICA | \$70.00 | 1.9 | 30 | 5 | | 5 | \$350.00 | \$36.84 | 9.5 |
| Target 200302 Index: 103. Nielsen: 1.4 | | | | | | | | | | | | |
| 13 | Sa 8a-9a | | GOOD MORNING AMERICA SAT. | \$75.00 | 1.6 | 30 | 1 | | 1 | \$75.00 | \$46.88 | 1.6 |
| Target 200302 Index: 109. Nielsen: 1.2 | | | | | | | | | | | | |



125 West 55th St
New York, NY 10019

| | | | |
|---|---|--|---------------------------------|
| Contract # 26145090 | Changes as of: 9/20/2018 at 10:10 AM | Version: Current State Version 3 | |
| CPE: 210/565/1651 | Flight: 9/11/18 - 9/17/18 | Station: WKEF | Con Type: POLITICAL/VOTE |
| Agency: SRCP Media | Advertiser: DEWINE, MIKE | Market: Dayton | Total \$: \$7,410.00 |
| 201 NORTH UNION ST SUITE 200 ALEXANDRIA VA 22314 | Product: Tu-Mon week | Office: PHILADELPHIA | Total Spots: 28 |
| Agency Order #: 7719954 | | Service: Nielsen | Total CPP: \$81.07 |
| Buyer: Rusk, Christine | | Primary Demo: Adults 18+ | Total GRP: 91.4 |
| Salesperson: FRAN BROWN 215-563-5400 | | Assistant: FRAN BROWN 215-563-5400 | Traffic #: 3486918 |
| Separation: | | | |

| # | Day/Time | DP | Program | Rate | A18P Rating | Len | 9/11 - 9/11 | | Total Spots | Total \$ | CPP* | GRP* |
|---|------------------|----|-----------------------------|------------|-------------|-----|-------------|--|-------------|-------------------|----------------|-------------|
| | | | | | | | 9/11 | | | | | |
| 14 | Su 8a-9a | | GOOD MORNING AMERICA SUNDAY | \$75.00 | 2.5 | 30 | 1 | | 1 | \$75.00 | \$30.00 | 2.5 |
| Target 200302 Index: 111. Nielsen: 1.3 | | | | | | | | | | | | |
| 15 | Tu-F,M 11a-12n | | THE VIEW | \$75.00 | 1.8 | 30 | 4 | | 4 | \$300.00 | \$41.67 | 7.2 |
| Target 200302 Index: 116. Nielsen: 1.4 | | | | | | | | | | | | |
| 16 | Tu-F,M 5p-6p | | JUDGE JUDY | \$60.00 | 2.3 | 30 | 5 | | 5 | \$300.00 | \$26.09 | 11.5 |
| Target 200302 Index: 108. Nielsen: 2 | | | | | | | | | | | | |
| 17 | Sa 7p-8p | | FOX 45 NEWS ON ABC | \$85.00 | 6.0 | 30 | 1 | | 1 | \$85.00 | \$14.17 | 6.0 |
| Target 200302 Index: 109. Nielsen: 0.8 | | | | | | | | | | | | |
| 18 | Tu-F,M 7p-7:30p | | FAMILY FEUD | \$215.00 | 3.6 | 30 | 4 | | 4 | \$860.00 | \$59.72 | 14.4 |
| Target 200302 Index: 107. Nielsen: 2.7 | | | | | | | | | | | | |
| 19 | Tu-F,M 7:30p-8p | | FAMILY FEUD | \$255.00 | 3.6 | 30 | 5 | | 5 | \$1,275.00 | \$70.83 | 18.0 |
| Target 200302 Index: 107. Nielsen: 3.8 | | | | | | | | | | | | |
| 20 | Sa 8p-11:30p | | OSU FOOTBALL | \$4,000.00 | 9.5 | 30 | 0 | | 0 | \$0.00 | \$421.05 | 0.0 |
| 21 | Sa 11:30p-12m | | FOX 45 NEWS ON ABC | \$90.00 | 11.2 | 30 | 0 | | 0 | \$0.00 | \$8.04 | 0.0 |
| Target 200302 Index: 110. Nielsen: 2.2000000000000002 | | | | | | | | | | | | |
| 22 | Sa 8p-11:56p | | OSU FOOTBALL | \$4,000.00 | 9.5 | 30 | 1 | | 1 | \$4,000.00 | \$421.05 | 9.5 |
| Spot aired at 11:55p | | | | | | | | | | | | |
| 23 | Sa 11:56p-12:27a | | FOX 45 NEWS ON ABC | \$90.00 | 11.2 | 30 | 1 | | 1 | \$90.00 | \$8.04 | 11.2 |
| Spot aired at 12:17a | | | | | | | | | | | | |
| TOTALS: 28 | | | | | | | | | 28 | \$7,410.00 | \$81.07 | 91.4 |



125 West 55th St
New York, NY 10019

| | | | | | |
|--------------------------------|--|---|--|---|--|
| Contract # 26145090 | | Changes as of: 9/20/2018 at 10:10 AM | | Version: Current State Version 3 | |
| CPE: 210/565/1651 | | Flight: 9/11/18 - 9/17/18 | | Station: WKEF | |
| Agency: SRCP Media | | Advertiser: DEWINE, MIKE | | Market: Dayton | |
| 201 NORTH UNION ST | | Product: Tu-Mon week | | Office: PHILADELPHIA | |
| SUITE 200 | | | | | |
| ALEXANDRIA VA | | | | | |
| 22314 | | | | | |
| Agency Order #: 7719954 | | Service: Nielsen | | Total CPP: \$81.07 | |
| Buyer: Rusk, Christine | | Primary Demo: Adults 18+ | | Total GRP: 91.4 | |
| Salesperson: FRAN BROWN | | Assistant: FRAN BROWN | | Traffic #: 3486918 | |
| 215-563-5400 | | 215-563-5400 | | | |
| Separation: | | | | | |

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

| Order Level Comments | | |
|----------------------|------------------|--|
| Date/Time | Added by | Comment |
| 09/19/18 8:12 PM | Heather Starrett | PLS SEE LNS 20-21 FOR LATE RUNS D/T OHIO STATE GAME RUNNING OVER OSU GAME RAN 8P-1156P NEWS RAN 1156P-1227A DEWINE RAN AT 1155P IN THE OSU GAME AND AT 1217A IN THE LATE NEWS PLS ADV THANK YOU |
| 09/07/18 7:05 PM | Heather Starrett | PLS SEE LNS 1-11 FOR RATE CHANGES. APPLIED \$395 FROM RATE CHANGES AND \$100 CREDIT FROM WRGT HL 26145093 PLS ADV THANK YOU |
| 09/07/18 7:02 PM | Heather Starrett | PLS SEE LNS 1-11 FOR RATE CHANGES. APPLIED \$395 FROM RATE CHANGES AND \$100 CREDIT FROM WRGT HL 26145093 PLS ADV THANK YOU |
| 09/07/18 6:45 PM | System | Notice Received. |
| 09/07/18 3:08 PM | FRAN BROWN | Separation: 30 |

| Competitive Information | |
|-------------------------|------------------|
| Market Budget: | \$52,292 |
| WKEF Share: | 12% |
| Comment: | estimated |
| WBDT: | 3% |
| WDTN: | 37% |
| WHIO: | 43% |
| WRGT: | 5% |

| Daypart Summary | | | | | |
|-----------------|-------------|-----------|-------------------|----------------|-------------|
| Day/Time | % Distrib | Spots | Dollars | CPP | GRP |
| | 100% | 28 | \$7,410.00 | \$81.07 | 91.4 |
| Total | 100% | 28 | \$7,410.00 | \$81.07 | 91.4 |

| Monthly Summary | | |
|-----------------|-----------|-------------------|
| Month | Spots | Dollars |
| 2018-Sep | 28 | \$7,410.00 |
| Total | 28 | \$7,410.00 |

| Transaction History | | | | | | | | |
|-----------------------------------|------------------|------------------|-----------|-------|-------|------------|-------------|--|
| Trans | Created/Received | Created by | Status | Spot+ | Spot- | \$ Chg | Contract \$ | Comment |
| Makegood 2 | 9/19/18 8:12 PM | Heather Starrett | Confirmed | 2 | 2 | \$0 | \$7,410.00 | Changes: 4 buylines added or modified. |
| Queued for Electronic Contracting | 9/10/18 9:28 AM | | | | | \$0 | \$0 | |
| Makegood 1 | 9/7/18 7:05 PM | Heather Starrett | Confirmed | 28 | 30 | \$1,135.00 | \$7,410.00 | Changes: Total \$ from \$6,275.00 to \$7,410.00, Total Spots from 30 to 28, Total GRPs from 104.4 to 91.4, Total CPP from \$60.11 to \$81.07, Total GIMPs from 0 to 91, Total CPM from \$0.00 to \$81,072.21. 21 buylines added or modified. |
| New | 9/7/18 3:08 PM | FRAN BROWN | Confirmed | 30 | | \$6,275.00 | \$6,275.00 | |



125 West 55th St
New York, NY 10019

| | | | |
|--------------------------------|---|---|---------------------------------|
| Contract # 26145090 | Changes as of: 9/20/2018 at 10:10 AM | Version: Current State Version 3 | |
| CPE: 210/565/1651 | Flight: 9/11/18 - 9/17/18 | Station: WKEF | Con Type: POLITICAL/VOTE |
| Agency: SRCP Media | Advertiser: DEWINE, MIKE | Market: Dayton | Total \$: \$7,410.00 |
| 201 NORTH UNION ST | Product: Tu-Mon week | Office: PHILADELPHIA | Total Spots: 28 |
| SUITE 200 | | | |
| ALEXANDRIA VA | | | |
| 22314 | | | |
| Agency Order #: 7719954 | Service: Nielsen | Total CPP: \$81.07 | |
| Buyer: Rusk, Christine | Primary Demo: Adults 18+ | Total GRP: 91.4 | |
| Salesperson: FRAN BROWN | Assistant: FRAN BROWN | Traffic #: 3486918 | |
| 215-563-5400 | | | |
| Separation: | | | |

ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.