



125 West 55th St
New York, NY 10019

PRs 250255

Comments: Separation: 30

Contract # 25230228

CPE: 163173/4978
Agency: WATERFRONT STRATEGIE

3050 K ST NW #100
Washington, DC 20007

Changes as of: 6/24/2016 at 2:22 PM

Flight: 10/11/16 - 10/17/16
Advertiser: Senate Majority PAC

Product: Issue
Agency Order #: 5158638

Buyer: Outen, David
Salesperson: TREVOR HEATON
202-955-5342

Version: Highlighting Revision 1

Station: WPGH
Market: Pittsburgh

Office: WASHINGTON
Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE

Assistant: TREVOR HEATON
202-955-5342

Total \$: \$21,075.00
Total Spots: 36

Total CPP: \$0.00
Total GRP:

Separation:

COMPLETED

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/11 - 10/11		Total Spots	Total \$	CPP	GRP
							10/11	10/11				
1	Tu-F,M 5a-6a		Hot In Cleveland	\$25.00	0	30	3	1	3	\$75.00	\$0.00	0.0
2	Su 9a-10a		FOX News Sunday	\$150.00	0	30	1	2	1	\$150.00	\$0.00	0.0
3	Tu-F,M 10a-11a		Steve Wilkos	\$100.00	0	30	3	3	3	\$300.00	\$0.00	0.0
Changes: Rate from 75 to 100												
4	Tu-F,M 11a-12n		Paternity Court (2X)	\$100.00	0	30	3	4	3	\$300.00	\$0.00	0.0
Changes: Rate from 75 to 100												
5	Tu-F,M 12n-1p		Judge Faith - Justice For All (2X)	\$100.00	0	30	3	5	3	\$300.00	\$0.00	0.0
Changes: Rate from 75 to 100												
6	Tu-F,M 2p-3p		Divorce Court	\$100.00	0	30	3	6	3	\$300.00	\$0.00	0.0
Changes: Rate from 75 to 100												
7	Tu-F,M 6p-6:30p		Big Bang Theory	\$650.00	0	30	3	7	3	\$1,950.00	\$0.00	0.0
8	Tu-F,M 6:30p-7p		Two & A Half Men	\$650.00	0	30	3	8	3	\$1,950.00	\$0.00	0.0
9	Sa 6:30p-7p		Raising Hope	\$300.00	0	30	1	9	1	\$300.00	\$0.00	0.0
Changes: Rate from 225 to 300												
10	Tu-F,M 7p-7:30p		Big Bang Theory	\$950.00	0	30	2	10	2	\$1,900.00	\$0.00	0.0
Changes: Rate from 900 to 950												
11	Tu-F,M 7:30p-8p		Two & A Half Men	\$950.00	0	30	2	11	2	\$1,900.00	\$0.00	0.0
Changes: Rate from 900 to 950												
12	Sa 7:30p-8p		2.5 Men Sat	\$650.00	0	30	1	12	1	\$650.00	\$0.00	0.0
Changes: Rate from 300 to 650												
13	M 8p-9p		GOTHAM	\$3,000.00	0	30	1	13	1	\$3,000.00	\$0.00	0.0
14	Tu-F,M 10p-10:30p		Channel 11 News-FOX53 @ 10P	\$1,000.00	0	30	2	14	2	\$2,000.00	\$0.00	0.0
15	Tu-F,M 10:30p-11p		Channel 11 News-FOX53 @ 1030P	\$1,000.00	0	30	2	15	2	\$2,000.00	\$0.00	0.0
16	Sa 10p-10:30p		Channel 11 News-FOX53 @ 10P	\$1,000.00	0	30	1	16	1	\$1,000.00	\$0.00	0.0



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Contract # 25230228	Changes as of: 6/24/2016 at 2:22 PM	Version: Highlighting Revision 1
CPE: 163/173/4978	Flight: 10/11/16 - 10/17/16	Total \$: \$21,075.00
Agency: WATERFRONT STRATEGIE	Advertiser: Senate Majority PAC	Total Spots: 36
3050 K ST NW #100 Washington, DC 20007	Product: Issue	Total CPP: \$0.00
	Agency Order #: 5158638	Total GRP:
	Buyer: Outen, David	
	Salesperson: TREVOR HEATON	
	202-955-5342	
	Office: WASHINGTON	
	Primary Demo: Adults 35+	
	Con Type: POLITICAL/VOTE	
	Assistant: TREVOR HEATON	
	202-955-5342	
	Separation:	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/11 - 10/11		Total Spots	Total \$	CPP	GRP
							10/11					
17	Su 10p-11p		Channel 11 News-FOX53 @ 10P SUN SEPT	\$1,000.00	0	30	1		1	\$1,000.00	\$0.00	0.0
18	Tu-M 8p-11p		NLCS	\$2,000.00	0	30	1		1	\$2,000.00	\$0.00	0.0
TOTALS: 36									36	\$21,075.00	\$0.00	0.0



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New York, NY 10019

Contract # 25230228

Changes as of: 6/24/2016 at 2:22 PM

Version: Highlighting Revision 1

CPE: 163/173/4978

Flight: 10/11/16 - 10/17/16

Station: WPGH

Total \$: \$21,075.00

Agency: WATERFRONT STRATEGIE

Advertiser: Senate Majority PAC

Market: Pittsburgh

Total Spots: 36

3050 K ST NW #100
Washington, DC 20007

Product: Issue
Agency Order #: 5158638

Office: WASHINGTON
Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE

Total CPP: \$0.00
Total GRP:

Buyer: Outen, David
Salesperson: TREVOR HEATON
202-955-5342

Assistant: TREVOR HEATON
202-955-5342

Separation:

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
06/24/16 2:22 PM	TREVOR HEATON	Separation: 30
06/24/16 2:22 PM	TREVOR HEATON	Separation: 30

Competitive Information

Market Budget: \$263,438
WPGH Share: 8%
Comment:
KDKA: 42%
WPCW: 5%
WPNT: 1%
WPXI: 24%
WTAE: 20%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	36	\$21,075.00	N/A	0.0
Total	100%	36	\$21,075.00	N/A	0.0

Monthly Summary

Month	Spots	Dollars
2016-Oct	36	\$21,075.00
Total	36	\$21,075.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	7/13/16 5:01 PM					\$0	\$0	
Queued for Electronic Contracting	7/11/16 10:31 AM					\$0	\$0	
Queued for Electronic Contracting	6/24/16 3:19 PM					\$0	\$0	
Revision	6/24/16 2:22 PM	TREVOR HEATON	Revised			\$925.00	\$21,075.00	Changes: Demo Meta to [R16]. Total \$ from \$20,150.00 to \$21,075.00. User Entered \$ from \$0.00 to \$21,075.00. Calculated Dollars from \$20,150.00 to \$21,075.00.
New	6/23/16 2:53 PM	TREVOR HEATON	New	36		\$20,150.00	\$20,150.00	Competitive Market Budget from \$251,875 to \$263,438. 8 buylines added or modified.

Non-Discrimination Policy

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS 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.



750 Ivory Ave
Pittsburgh, PA 15214

Waterfront Strategies
3050 K St NW
#100
Washington, DC 20007

Contract # 2580255
Schedule Dates 10/11/16-10/17/16

Agency Waterfront Strategies (7591)

Product POLITICAL ISSUE (ns) (1187)

Brand 163/173/4978 (844956)

Salesperson Millennium/DC, Washington DC (1108)

Sales Office Millennium Washington DC

Buyer Name David Outen,

Phone/Fax /

CPE 163/173/4978

Account Types National/Political Issue Agency BRD

Billing Type Standard

Comments Issue
TREAVOR HEATON

Date Entered 07/21/16

Last Modified 07/21/16

Entered By Katherine Knitner-Mc

CO-OP No

Headline # ECR25230228

Demo A35+

Order Type Normal

Package Deal

Commission % 15.00

Commission \$3,161.25

Net Total \$17,913.75

Sales Tax

Pittsburgh (WPGH)

By Broadcast Month

Oct. 2016

Spots 36

Rate \$21,075.00

Spots 36

Rate \$21,075.00

Spots 36

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Spots 36

Rate \$21,075.00

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Rate \$21,075.00

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.



750 Ivory Ave
Pittsburgh, PA 15214

Waterfront Strategies
3050 K St NW
#100
Washington, DC 20007

Contract # 2580255

Schedule Dates 10/11/16-10/17/16

Advertiser Greater Majority PAC (77266)

Agency Waterfront Strategies (7591)

Product POLITICAL ISSUE (ns) (1187)

Brand 163/173/4978 (844956)

Salesperson Millennium/DC, Washington DC (1108)

Sales Office Millennium Washington DC

Buyer Name David Outen,

Phone/Fax /

CPE 163/173/4978

Account Types National/Political Issue Agency BRD

Billing Type Standard

Comments Issue
TREAVOR HEATON

Date Entered 07/21/16

Last Modified 07/21/16

Entered By Christopher Kolton/7/16

CO-OP No

Headline # ECR25230228

Demo A35+

Order Type Normal

Package Deal

Commission % 15.00

Commission \$3,161.25

Net Total \$17,913.75

Sales Tax

Pittsburgh (WPGH)

By Broadcast Month

Oct. 2016 36

Spots 36

Rate \$21,075.00

Grand Total: 36 \$21,075.00

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
10.0	Normal Line / SPOT (10)	10/11/16-10/14/16	2	:30	7p- Big Bang Theory 2	2		X	X	X	X			2	\$950.00	\$1,900.00	Pittsburgh (WPGH)	Big Bang Theory	7/21/16
11.0	Normal Line / SPOT (11)	10/11/16-10/14/16	2	:30	7:30p- Two And A Half Men	2		X	X	X	X			2	\$950.00	\$1,900.00	Pittsburgh (WPGH)	Two & A Half Men	7/21/16
12.0	Normal Line / SPOT (12)	10/15/16-10/15/16	2	:30	7:30p- Two And A Half Men	1						1		1	\$650.00	\$650.00	Pittsburgh (WPGH)	2.5 Men Sat	7/21/16
13.0	Normal Line / Prime (13)	10/17/16-10/17/16	2	:30	9p- FOX-Gotham (Monday)	1								1	\$3,000.00	\$3,000.00	Pittsburgh (WPGH)	GOTHAM	7/21/16
14.0	Normal Line / News (14)	10/11/16-10/14/16	2	:30	10p- News-Channel 11	2		X	X	X	X			2	\$1,000.00	\$2,000.00	Pittsburgh (WPGH)	Channel 11 News-FOX53 @ 10p JUL-AUG	7/21/16
15.0	Normal Line / News (15)	10/11/16-10/14/16	2	:30	10:30p- News-Channel 11	2		X	X	X	X			2	\$1,000.00	\$2,000.00	Pittsburgh (WPGH)	Channel 11 News-FOX53 @ 1030p SEPT	7/21/16
16.0	Normal Line / News (16)	10/15/16-10/15/16	2	:30	10p- News-Channel 11	1						1		1	\$1,000.00	\$1,000.00	Pittsburgh (WPGH)	Channel 11 News-FOX53 @ 10p SAT SEPT	7/21/16
17.0	Normal Line / News (17)	10/16/16-10/16/16	2	:30	10p- News-Channel 11	1							1	1	\$1,000.00	\$1,000.00	Pittsburgh (WPGH)	Channel 11 News-FOX53 @ 10p SUN SEPT	7/21/16
18.0	Normal Line / Prime (18)	10/11/16-10/14/16	2	:30	9p- 11P (EST)	1		X	X	X	X			1	\$2,000.00	\$2,000.00	Pittsburgh (WPGH)	NICS	7/21/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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