



125 West 55th St  
New York, NY 10019

Contract # 25325991  
CPE: 163/173/5569  
Agency: WATERFRONT STRATEGIE  
3050 K ST NW #100  
Washington, DC 20007  
Flight: 10/11/16 - 10/17/16  
Advertiser: Senate Majority PAC  
Product: Issue  
Agency Order #: 5459906  
Buyer: Outen, David  
Salesperson: TREVOR HEATON  
202-955-5342

Changes as of: 10/18/2016 at 11:17 AM  
Version: Current State Version 3  
Station: WPGH  
Market: Pittsburgh  
Office: WASHINGTON  
Primary Demo: Adults 35+  
Con Type: POLITICAL/NOTE  
Assistant: TREVOR HEATON  
202-955-5342

Total \$: \$28,350.00  
Total Spots: 24  
Total CPP: \$0.00  
Total GRP: \$0.00  
Traffic #: 2656976  
Separation:

Comments: credits applied (-\$3450) revised total \$28,350. MG on future contract

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/11	10/11 - 10/11	Total Spots	Total \$	CPP	GRP
1	Tu-F M 5a-6a		Hot in Cleveland	\$25.00	0	30	4		4	\$100.00	\$0.00	0.0
REV-3	Tu-F M 10a-11a		Steve Wilkos	\$100.00	0	30	1		0	\$0.00	\$0.00	0.0
4	Tu-F M 11a-12n		Paternity Court (2X)	\$100.00	0	30	1		1	\$100.00	\$0.00	0.0
5	Tu-F M 12n-1p		Judge Faith - Justice For All (2X)	\$100.00	0	30	1		1	\$100.00	\$0.00	0.0
6	Tu-F M 2p-3p		Divorce Court	\$100.00	0	30	1		1	\$100.00	\$0.00	0.0
7	Tu-F M 6p-6:30p		Big Bang Theory	\$850.00	0	30	2		2	\$1,700.00	\$0.00	0.0
8	Tu-F M 6:30p-7p		Two & A Half Men	\$850.00	0	30	2		2	\$1,700.00	\$0.00	0.0
REV-9	Tu-F M 6p-6:30p		Big Bang Theory	\$350.00	0	30	1		0	\$0.00	\$0.00	0.0
10	Tu-F M 7p-7:30p		Big Bang Theory	\$1,200.00	0	30	3		3	\$3,600.00	\$0.00	0.0
11	Tu-F M 7:30p-8p		Two & A Half Men	\$1,200.00	0	30	2		2	\$2,400.00	\$0.00	0.0
REV-13	Tu 9p-10p		LUCIFER	\$3,000.00	0	30	1		0	\$0.00	\$0.00	0.0
14	W 8p-9p		LETHAL WEAPON	\$3,000.00	0	30	1		1	\$3,000.00	\$0.00	0.0
15	Tu-F M 10p-10:30p		Channel 11 News-FOX53 @ 10P	\$1,500.00	0	30	2		2	\$3,000.00	\$0.00	0.0
16	Tu-F M 10:30p-11p		Channel 11 News-FOX53 @ 1030P	\$1,400.00	0	30	1		1	\$1,400.00	\$0.00	0.0
17	Sa 10p-10:30p		Channel 11 News-FOX53 @ 10P	\$1,500.00	0	30	1		1	\$1,500.00	\$0.00	0.0
18	Su 10p-11p		SAT SEPT	\$1,400.00	0	30	1		1	\$1,400.00	\$0.00	0.0
19	Su 12m-12:30a		Channel 11 News-FOX53 @ 10P	\$250.00	0	30	1		1	\$250.00	\$0.00	0.0
21	Su 4:30p-7p		Big Bang Theory	\$8,000.00	0	30	1		1	\$8,000.00	\$0.00	0.0
			NFL LATE GAME	\$8,000.00	0	30	1		1	\$8,000.00	\$0.00	0.0
TOTALS: 24									24	\$28,350.00	\$0.00	0.0



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Contract # 25325991	Changes as of: 10/18/2016 at 11:17 AM	Version: Current State Version 3
CPE: 163/173/5589	Flight: 10/11/16 - 10/17/16	Total \$: \$28,350.00
Agency: WATERFRONT STRATEGIE	Advertiser: Senate Majority PAC	Total Spots: 24
3050 K ST NW #100 Washington, DC 20007	Product: Issue	
Agency Order #: 5459906	Buyer: Outen, David	Office: WASHINGTON
Salesperson: TREVOR HEATON	202-955-5342	Primary Demo: Adults 35+
		Con Type: POLITICAL/NOTE
		Assistant: TREVOR HEATON
		202-955-5342
		Total CPE: \$0.00
		Total GRP: 2656976
		Traffic #: 2656976
		Separation: . . .

Special Instructions		
Order Level Comments		
Date/Time	Added by	Comment
10/18/16 11:17 AM	TREVOR HEATON	credits applied (-\$3450) revised total \$28,350. MG on future contract
10/18/16 10:02 AM	Christopher Koutsouflakis	LN 3 NA 1x wilkos @ 100 LN 9 NA 1x Big Bang Sat @ 350 LN 13 NA 1x Lucifer- @ \$3000
10/06/16 5:28 PM	TREVOR HEATON	New issue order for SMP please confirm ASAP
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Competitive Information	
Market Budget:	\$257,727
WPGH Share:	11%
Comment:	
KDKA:	39%
WPCW:	2%
WPXI:	23%
WTAE:	25%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	24	\$28,350.00	N/A	0.0
Total	100%	24	\$28,350.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	24	\$28,350.00
Total	24	\$28,350.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	10/18/16 11:17 AM	TREVOR HEATON	Revised		3	\$-3,450.00
Makegood 1	10/18/16 10:02 AM	Christopher Koutsouflakis	Confirmed			\$0
Queued for Electronic Contracting	10/7/16 9:57 AM					\$0
Revision	10/6/16 5:28 PM	TREVOR HEATON	Confirmed			\$0
New	10/6/16 3:15 PM	TREVOR HEATON	New	27		\$31,800.00
						\$31,800.00
						\$31,800.00

Changes: Total Spots from 27 to 24. Calculated Dollars from \$31,800.00 to \$28,350.00, Competitive Market Budget from \$289,091 to \$257,727. Total \$ from \$31,800.00 to \$28,350.00. Comments from New issue order for SMP please confirm ASAP to credits applied (-\$3450) revised total \$28,350. MG on future contract. User Entered \$ from \$31,800.00 to \$28,350.00. 3 buylines added or modified.

Changes: Demo Meta to [R16]. User Entered \$ from \$0.00 to \$31,800.00. Comments from Separation: 30 to New issue order for SMP please confirm ASAP. Competitive Market Budget from \$397,500 to \$289,091. Competitive Unknown from True to false. 11 buylines added or modified.



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3050 K ST NW #100	Product: Issue	Office: WASHINGTON	Total GRP: 2656976
Washington, DC 20007	Agency Order #: 5459906	Primary Demo: Adults 35+	Traffic #: 2656976
	Buyer: Outen, David	Con Type: POLITICAL/NOTE	Separation:
	Salesperson: TREVOR HEATON	Assistant: TREVOR HEATON	
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ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.