



125 West 55th St  
New York, NY 10019

Contract # 25325991 Changes as of: 10/19/2016 at 11:17 AM Version: Current State Version 3  
 CPE: 163/173/5589 Flight: 10/11/16 - 10/17/16 Station: WPGH  
 Agency: WATERFRONT STRATEGIE Advertiser: Senate Majority PAC Market: Pittsburgh  
 3050 K ST NW #100 Product: Issue  
 Washington, DC 20007 Agency Order #: 5459906 Buyer: Outen, David  
 Salesperson: TREVOR HEATON 202-955-5342 Assistant: TREVOR HEATON 202-955-5342  
 Office: WASHINGTON  
 Primary Demo: Adults 35+  
 Con Type: POLITICAL/NOTE  
 Separation: Total CPP: \$0.00  
 Total GRP: \$28,350.00  
 Traffic #: 2656976  
 Separation: \$0.00

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 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 JUL-AUG	\$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 SEPT	\$1,400.00	0	30	1		1	\$1,400.00	\$0.00	0.0
17	Sa 10p-10:30p		Channel 11 News-FOX53 @ 10P SAT SEPT	\$1,500.00	0	30	1		1	\$1,500.00	\$0.00	0.0
18	Su 10p-11p		Channel 11 News-FOX53 @ 10P SUN SEPT	\$1,400.00	0	30	1		1	\$1,400.00	\$0.00	0.0
19	Su 12m-12:30a		Big Bang Theory	\$250.00	0	30	1		1	\$250.00	\$0.00	0.0
21	Su 4:30p-7p		NFL LATE GAME	\$8,000.00	0	30	1		1	\$8,000.00	\$0.00	0.0
<b>TOTALS: 24</b>									<b>24</b>	<b>\$28,350.00</b>	<b>\$0.00</b>	<b>0.0</b>



125 West 55th St  
New York, NY 10019

Contract # 25325991 Changes as of: 10/18/2016 at 11:17 AM Version: Current State Version 3 Total \$: \$28,350.00

CPE: 163/173/5589 Flight: 10/11/16 - 10/17/16 Station: WPGH  
Agency: WATERFRONT STRATEGIE Advertiser: Senate Majority PAC Market: Pittsburgh

3050 K ST NW #100 Product: Issue Agency Order #: 5459906 Office: WASHINGTON  
Washington, DC 20007 Buyer: Outen, David Primary Demo: Adults 35+

Salesperson: TREVOR HEATON 202-955-5342 Con Type: POLITICAL/NOTE Assistant: TREVOR HEATON 202-955-5342

Total CPP: \$0.00  
Total GRP: 2656976  
Traffic #: 2656976  
Separation: . . .

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
10/06/16 5:28 PM	TREVOR HEATON	LN 3 NA 1x wilkos @ 100 LN 9 NA 1x Big Bang Sat @ 350 LN 13 NA 1x Lucifer- @ \$3000
10/18/16 10:02 AM	Christopher Koutsouflakis	New issue order for SMP please confirm ASAP
10/06/16 5:28 PM	TREVOR HEATON	New issue order for SMP please confirm ASAP
10/06/16 5:28 PM	TREVOR HEATON	New issue order for SMP please confirm ASAP

Competitive Information

Market Budget:	\$257,727
WPGH Share:	11%
Comment:	
KDKA:	39%
WPCW:	12%
WPXI:	23%
WTAE:	25%

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

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	Contract \$	Comment
Revision	10/18/16 11:17 AM	TREVOR HEATON	Revised		3	-\$3,450.00	\$28,350.00	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.
Makegood 1	10/18/16 10:02 AM	Christopher Koutsouflakis	Confirmed			\$0	\$31,800.00	
Queued for Electronic Contracting	10/7/16 9:57 AM					\$0	\$0	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.
Revision	10/6/16 5:28 PM	TREVOR HEATON	Confirmed			\$0	\$31,800.00	
New	10/6/16 3:15 PM	TREVOR HEATON	New	27		\$31,800.00	\$31,800.00	

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.



125 West 55th St  
New York, NY 10019

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

Contract # 25325991      Changes as of: 10/18/2016 at 11:17 AM      Version: Current State Version 3      Total \$: \$28,350.00

CPE: 163/173/5689      Flight: 10/11/16 - 10/17/16      Station: WPGH      Total Spots: 24

Agency: WATERFRONT STRATEGIE      Advertiser: Senate Majority PAC      Market: Pittsburgh      Total CPP: \$0.00

3050 K ST NW #100      Product: Issue      Office: WASHINGTON      Total GRP: 2656976  
Washington, DC 20007      Agency Order #: 5459906      Con Type: POLITICAL/NOTE      Traffic #: 2656976  
Buyer: Outen, David      Salesperson: TREVOR HEATON      Assistant: TREVOR HEATON      Separation:

202-955-5342

202-955-5342