

KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 26237093

Changes as of: 11/8/2018 at 8:28 AM

Version: Current State Version 3

CPE:

Agency: MARK GUMA COMMUNICAT

Flight: 11/3/18 - 11/5/18

Advertiser: Karen McMahon - NY State Assembly

Station: WIVB

Market: Buffalo-Niagara Falls

Con Type: POLITICAL/NOTE

Total \$: \$23,000.00

MARK GUMA COMMUNICATIONS

INC 211 WEST 107TH ST #2E NEW YORK NY 10025

Product: NY State Assembly

Office: WASHINGTON

Total Spots: 30

Agency Order #:

Buyer: MARK GUMA

Service: Nielsen

Salesperson: RACHELLE RAY

Primary Demo: Adults 35+

Total CPP: \$0.00
Total GRP:

Traffic #: 1751982

Separation:

Assistant: RACHELLE RAY

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	11/3 - 11/3		Total Spots	Total \$	CPP*	GRP*
							11/3	11/3				
1	M 6a-7a		NEWS	\$700.00	0.0	30	2		2	\$1,400.00	\$0.00	0.0
2	M 7a-9a		THIS MORNING	\$400.00	0.0	30	2		2	\$800.00	\$0.00	0.0
3	Sa 6a-8a		NEWS	\$275.00	0.0	30	1		1	\$275.00	\$0.00	0.0
4	Sa 8a-10a		SAT MORNING	\$300.00	0.0	30	1		1	\$300.00	\$0.00	0.0
5	Su 6a-8a		NEWS	\$200.00	0.0	30	1		1	\$200.00	\$0.00	0.0
6	Su 9a-10:30a		SUN MORNING	\$800.00	0.0	30	1		1	\$800.00	\$0.00	0.0
7	Su 10:30a-11:30a		FACE-NATION	\$700.00	0.0	30	1		1	\$700.00	\$0.00	0.0
8	M 12n-12:30p		NEWS	\$725.00	0.0	30	1		1	\$725.00	\$0.00	0.0
9	M 12:30p-1:30p		Y&R	\$550.00	0.0	30	1		1	\$550.00	\$0.00	0.0
10	M 1:30p-2p		B&B	\$475.00	0.0	30	1		1	\$475.00	\$0.00	0.0
11	M 2p-3p		TALK	\$350.00	0.0	30	0		0	\$0.00	\$0.00	0.0
12	M 3p-4p		WANDY WILLMS	\$175.00	0.0	30	0		0	\$0.00	\$0.00	0.0
13	M 4p-5p		NEWS	\$425.00	0.0	30	1		1	\$425.00	\$0.00	0.0
14	M 5p-6p		NEWS	\$950.00	0.0	30	1		1	\$950.00	\$0.00	0.0
15	M 6p-6:30p		NEWS	\$1,425.00	0.0	30	1		1	\$1,425.00	\$0.00	0.0
16	M 7p-7:30p		WHEEL	\$1,425.00	0.0	30	1		1	\$1,425.00	\$0.00	0.0
17	M 7:30p-8p		JEOP	\$1,475.00	0.0	30	1		1	\$1,475.00	\$0.00	0.0
18	M 11p-11:35p		NEWS	\$775.00	0.0	30	3		3	\$2,325.00	\$0.00	0.0
19	M 11:35p-12:35a		COLBERT	\$350.00	0.0	30	1		1	\$350.00	\$0.00	0.0



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CPE:	Flight: 11/3/18 - 11/5/18	Station: WIVB	Total \$: \$23,000.00
Agency: MARK GUMA COMMUNICAT	Advertiser: Karen McMahon - NY State Assembly	Market: Buffalo-Niagara Falls	
MARK GUMA COMMUNICATIONS INC 211 WEST 107TH ST #2E NEW YORK NY 10025	Product: NY State Assembly	Office: WASHINGTON	Total Spots: 30

Agency Order #: Buyer: MARK GUMA
Salesperson: RACHELLE RAY 312-832-6601
Separation: Service: Nielsen
Primary Demo: Adults 35+
Assistant: RACHELLE RAY 312-832-6601
Total CPP: \$0.00
Total GRP:
Traffic #: 1751982

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	11/3 - 11/3		Total Spots	Total \$	CPP*	GRP*
							11/3					
20	M 12:37a-1:37a		CORDEN	\$125.00	0.0	30	1		1	\$125.00	\$0.00	0.0
21	M 8p-9p		NBRHD/HPY TGTHR	\$2,825.00	0.0	30	1		1	\$2,825.00	\$0.00	0.0
22	Sa 8p-11p		LSU VS AL	\$650.00	0.0	30	2		2	\$1,300.00	\$0.00	0.0
23	Sa 3:30p-7p		GA VS TN	\$400.00	0.0	30	2		2	\$800.00	\$0.00	0.0
24	Su 12n-1p		NFL TODAY	\$1,500.00	0.0	30	2		2	\$3,000.00	\$0.00	0.0
25	M 11:35p-12:35a		COLBERT	\$350.00	0.0	30	1		1	\$350.00	\$0.00	0.0
TOTALS: 30									30	\$23,000.00	\$0.00	0.0