



125 West 55th St
New York, NY 10019

Contract # 25288677	Changes as of: 10/7/2016 at 4:40 PM	Version: Highlighting Revision 4	
CPE: 1/73/3197	Flight: 10/29/16 - 11/7/16	Station: WKEF	Total \$: \$860.00
Agency: ACKERMAN MCQUEEN 1601 NW EXPRESSWAY SUITE 1100 OKLAHOMA CITY, OK 73118	Advertiser: NATIONAL RIFLE ASSOC Product: National Rifle Association Agency Order #: 5387986 Buyer: Daugherty, Katie	Market: Dayton Office: DALLAS Primary Demo: Adults 35-64 Con Type: POLITICAL/VOTE	Total Spots: 2 Total CPP: \$0.00 Total GRP:
	Salesperson: JOSHUA RAMOS 214-525-2668	Assistant: TRAVIS MEJIA 214-525-2807	Separation:

Comments: Separation: 30;The only estimate allowed to run on this estimate is QNRA160069H.
Revised on 9-29-2016.
;The only spot approved to run on this estimate is ISCI (QNRA160044).

#	Day/Time	DP	Program	Rate	A3564 Rating	Len	10/29 - 11/7										Total Spots	Total \$	CPP	GRP	
							10/29	10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6	11/7					
1	M 11p-11:35p		FOX 45 News At Eleven on ABC	\$450.00	0	60	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
2	M-F 7a-9a		Good Morning America	\$570.00	0	60	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
3	Su 11p-11:35p		FOX 45 News on ABC	\$460.00	0	60	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
4	Th 7a-9a		Good Morning America	\$570.00	0	60	0	0	0	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
5	Su 11p-11:35p		FOX 45 News on ABC	\$460.00	0	60	0	0	0	0	0	0	0	0	1	0	0	1	\$460.00	\$0.00	0.0
REV+ 6	Sa 11p-11:30p		FOX 45 News on ABC	\$400.00	0	60	0	0	0	0	0	0	0	0	1	0	0	1	\$400.00	\$0.00	0.0
TOTALS:							0	0	0	0	0	0	0	0	1	1	0	2	\$860.00	\$0.00	0.0



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Agency: ACKERMAN MCQUEEN	Advertiser: NATIONAL RIFLE ASSOC	Market: Dayton Total Spots: 2
1601 NW EXPRESSWAY	Product: National Rifle Association	Office: DALLAS Total CPP: \$0.00
SUITE 1100	Agency Order #: 5387986	Primary Demo: Adults 35-64 Total GRP:
OKLAHOMA CITY, OK 73118	Buyer: Daugherty, Katie	Con Type: POLITICAL/VOTE
Salesperson: JOSHUA RAMOS 214-525-2668	Assistant: TRAVIS MEJIA 214-525-2807	Separation:

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/07/16 4:40 PM	GOTOSTRATA\1110936	Separation: 30;The only estimate allowed to run on this estimate is QNRA160069H. Revised on 9-29-2016. ;The only spot approved to run on this estimate is ISCI (QNRA160044).
10/04/16 5:19 PM	System	Notice Received.
09/29/16 3:24 PM	GOTOSTRATA\jRAMOS	Separation: 30;The only estimate allowed to run on this estimate is QNRA160069H. Revised on 9-29-2016. ;The only spot approved to run on this estimate is ISCI (QNRA160044).
09/29/16 3:24 PM	GOTOSTRATA\jRAMOS	Canceled by new revision
09/22/16 4:20 PM	JOSHUA RAMOS	Only updated the header. Dollar/spot total remains the same.
09/22/16 3:58 PM	System	Notice Received.
09/16/16 10:14 AM	JOSHUA RAMOS	Separation: 30;The only spot approved to run on this estimate is ISCI (QNRA160044).

Competitive Information	
Market Budget:	\$11,500
WKEF Share:	4%
Comment:	
WDTN:	30%
WRGT:	40%
Unknown:	26%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	2	\$860.00	N/A	0.0
Total	100%	2	\$860.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	0	\$0.00
2016-Nov	2	\$860.00
Total	2	\$860.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/7/16 4:40 PM	GOTOSTRATA\1110936	Revised	1		\$400.00	\$860.00	Changes: Total \$ from \$460.00 to \$860.00, Total Spots from 1 to 2. 1 buyline added or modified.
Revision	10/4/16 4:06 PM	Switch Operation	Confirmed			\$0	\$460.00	Changes: Advertiser from NRA Foundation to NATIONAL RIFLE ASSOC.
Revision	9/29/16 3:24 PM	GOTOSTRATA\jRAMOS	Confirmed	1	1	\$0	\$460.00	Changes: Comments from Only updated the header. Dollar/spot total remains the same. to Separation: 30;The only estimate allowed to run on this estimate is QNRA160069H. Revised on 9-29-2016. ;The only spot approved to run on this estimate is ISCI (QNRA160044).. 2 buylines added or modified.
Revision	9/22/16 4:20 PM	JOSHUA RAMOS	Confirmed			\$0	\$460.00	Changes: Contract Type Id from Spot to POLITICAL/VOTE, Demo Meta to [R15], User Entered \$ from \$0.00 to \$460.00, Comments from Separation: 30;The only spot approved to run on this estimate is ISCI (QNRA160044). to Only updated the header. Dollar/spot total remains the same..
New	9/16/16 10:13 AM	JOSHUA RAMOS	Confirmed	1		\$460.00	\$460.00	



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