

# ORDER



**Orders**  
**Order / Rev:** 1649031  
**Alt Order #:** 26126517  
**Product Desc:** General Election  
**Estimate:** 240  
**Flight Dates:** 10/16/18 - 10/22/18  
**Original Date / Rev:** 08/15/18 / 08/15/18  
**Order Type:** REG

**WBDT Dayton**  
**Primary AE:** Katz Philadelphia  
**Sales Office:** K-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Shorr Johnson Magnus  
**Buying Contact:**  
**Billing Contact:**  
 100 North 20th Street  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Sherrrod Brown/US Senate/OH/D  
**Demographic:** A35-64  
**Product Codes:** PL11  
**Priority:** P5  
**Revenue Code 1:** AGY  
**Revenue Code 2:** POL  
**Revenue Code 3:** POL-CAND

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:** IN2386/IN15841/SP2719  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/18	10/20/18	1	\$200.00	\$170.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	1	\$200.00	\$170.00	0.00
<b>Totals</b>	<b>1</b>	<b>\$200.00</b>	<b>\$170.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WBDT Dayton	1%	\$200.00
Market	100%	\$20,000.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
LMVC	0%	\$0.00
UNKWN	99%	\$19,800.00
WDTN	0%	\$0.00
WHIO	0%	\$0.00
WKEF	0%	\$0.00
WKOI	0%	\$0.00
WPTD	0%	\$0.00
WRGT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 1	WBDT	10/20/18	10/20/18	LN Sa Late News Sat 10p-1030p	CM	Late News Sat 10p	-----S-	:30	1	\$200.00	P3	0.00	NM	1	\$200.00	
2News @10P On Dayton's CW Start Date: 10/15/18, End Date: 10/21/18, Weekdays: -----S-, Spots/Week: 1, Rate: \$200.00, Rating: 0.00																
														<b>Totals</b>	<b>1</b>	<b>\$200.00</b>

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 26126517      Changes as of: 8/10/2018 at 4:02 PM      Version: Original Order

CPE: 13/14/240      Flight: 10/16/18 - 10/22/18      Station: WBDT      Con Type: POLITICAL/VOTE

Agency: SHORR JOHNSON      Advertiser: BROWN, SHERROD      Market: Dayton      Total \$: \$200.00

MAGNUS      Product: General Election      Office: PHILADELPHIA      Total Spots: 1

100 N. 20th ST. Suite      Buyer: Longo, Suzanne      Service: Nielsen      Total CPP: \$0.00

201      Salesperson: SHEPARD RITZEN      Primary Demo:      Total GRP:

Philadelphia, PA 19103      Agency Order #: 7621021      Assistant: SHEPARD RITZEN      Traffic #: 1649031

Separation: 30

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	Len	10/16 - 10/22							Total Spots	Total \$	CPP*	GRP*
						10/16	10/17	10/18	10/19	10/20	10/21	10/22				
1	Sa 10p-10:30p		2News @10P On Dayton's CW	\$200.00	30	0	0	0	0	1	0	0	1	\$200.00	\$0.00	0.0
<b>TOTALS:</b>						0	0	0	0	1	0	0	1	\$200.00	\$0.00	0.0

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 26126517

Changes as of: 8/10/2018 at 4:02 PM

Version: Original Order

Con Type: POLITICAL/VOTE

CPE: 13/14/240  
Agency: SHORR JOHNSON  
MAGNUS

Flight: 10/16/18 - 10/22/18  
Advertiser: BROWN, SHERRROD

Station: WBDT  
Market: Dayton

Total Spots: 1  
Total CPP: \$0.00  
Total GRP: \$200.00

100 N. 20th St. Suite 201  
Philadelphia, PA 19103

Product: General Election  
Agency Order #: 7621021  
Buyer: Longo, Suzanne

Office: PHILADELPHIA  
Service: Nielsen  
Primary Demo: Assistant: SHEPARD RITZEN

Traffic #: 1649031

Salesperson: SHEPARD RITZEN  
215-567-7950  
Separation:

Special Instructions

### Order Level Comments

Date/Time: 08/10/18 4:03 PM  
Added by: SHEPARD RITZEN  
Comment: Separation: 30

Competitive Information	
Market Budget:	\$200,000
WBDT Share:	1%
Comment:	est share over 9 weeks
Unknown:	99%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
Total	100%	1	\$200.00	N/A	0.0
	100%	1	\$200.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2018-Oct	1	\$200.00
Total	1	\$200.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	8/10/18 4:15 PM		New	1		\$0	\$0	
New	8/10/18 4:02 PM	SHEPARD RITZEN	New	1		\$200.00	\$200.00	

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