



125 West 55th St
New York, NY 10019

Contract # 25194145		Changes as of: 6/22/2016 at 11:47 AM		Version: Current State Version 2	
CPE: //1811		Flight: 10/17/16 - 10/23/16		Total \$: \$11,150.00	
Agency: TARGET ENTERPRISES		Advertiser: CA Against RX Measure		Total Spots: 45	
Product: CA AGAINST RX MEASURE-1811		Office: LOS ANGELES		Total CPP: \$37.54	

Agency Order #:
Buyer: CORISSA EMBRO
Salesperson: TERRY DREHER 323-966-5066
Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
Assistant: ASHLEY BOYLE 323-966-5066
Total GRP: 297.0
Traffic #: 231721
Separation:

Comments: CALIFORNIANS AGAINST THE MISLEADING RX MEASURE

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/17 - 10/17		Total Spots	Total \$	CPP	GRP
							10/17	10/17				
1	M-F 7a-9a 2X PER DAY, 20 MAX SEP Changes: A35P Rating from 0 to 5.7		GOOD MORNING AMERICA	\$250.00	5.7	30	10		10	\$2,500.00	\$43.86	57.0
2	M-F 5p-6p 2X PER DAY, 20 MAX SEP Changes: Rate from 325 to 350, A35P Rating from 0 to 10		KRCR NEWS	\$350.00	10.0	30	10		10	\$3,500.00	\$35.00	100.0
3	M-F 6:30p-7p 1X PER DAY Changes: Rate from 325 to 350, A35P Rating from 0 to 10.6		KRCR NEWS	\$350.00	10.6	30	5		5	\$1,750.00	\$33.02	53.0
REV+ 10	M-F 6a-7a 2X PER DAY, 20 MAX SEP		DAYBREAK NEWS	\$250.00	5.4	30	0		10	\$2,500.00	\$46.30	54.0
REV+ 11	M-F 4p-5p 1X PER DAY		JUDGE JUDY/JUDGE JUDY B	\$80.00	3.5	30	0		5	\$400.00	\$22.86	17.5
REV+ 12	M-F 7p-7:30p 1X PER DAY		ENT TONIGHT	\$100.00	3.1	30	0		5	\$500.00	\$32.26	15.5
TOTALS: 45									45	\$11,150.00	\$37.54	297.0



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CPE: //1811	Flight: 10/17/16 - 10/23/16	Total \$: \$11,150.00
Agency: TARGET ENTERPRISES	Advertiser: CA Against RX Measure	Market: Chico
Product: CA AGAINST RX MEASURE-1811	Office: LOS ANGELES	Total CPP: \$37.54
Agency Order #:	Buyer: CORISSA EMBRO	Primary Demo: Adults 35+
Salesperson: TERRY DREHER	323-966-5066	Con Type: POLITICAL/NOTE
	Assistant: ASHLEY BOYLE	323-966-5066
		Total GRP: 297.0
		Traffic #: 231721
		Separation:

Hit Listed Programs	
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Competitive Information
Market Budget: \$27,195
KRCR Share: 41%
Comment:
KCVU: 5%
KHSL: 14%
KNVN: 40%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	45	\$11,150.00	\$37.54	297.0
Total	100%	45	\$11,150.00	\$37.54	297.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	45	\$11,150.00
Total	45	\$11,150.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	6/22/16 11:47 AM	ASHLEY BOYLE	Revised	20		\$3,775.00
Queued for Electronic Contracting	6/16/16 3:41 PM					\$0
New	6/16/16 3:29 PM	LAURYN OWENS	Confirmed	25		\$7,375.00
						\$7,375.00

Non-Discrimination Policy	<p>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.</p>
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Changes: Comments from to CALIFORNIANS AGAINST THE MISLEADING RX MEASURE-1811, Assistant Id from LAURYN OWENS to ASHLEY BOYLE, Estimate Code from to 1811, Default Spot Length to 30, Demo Meta to R161, Total GRPs from 285.5 to 297.0, Total CPP from \$25.83 to \$37.54, Calculated Dollars from \$7,375.00 to \$11,150.00, Competitive Market Budget from \$17,988 to \$27,195, Total Spots from 25 to 45, User Entered \$ from \$7,375.00 to \$11,150.00, Total \$ from \$7,375.00 to \$11,150.00, 6 buylines added or modified.



KATZ
TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 25194145

Changes as of: 6/16/2016 at 3:41 PM

Version: Current State Version 1

CPE:

Agency: TARGET
ENTERPRISES

Flight: 10/17/16 - 10/23/16
Advertiser: CA Against RX
Measure

Product: CA AGAINST RX
MEASURE

TARGET
ENTERPRISES 15260
VENTURA BLVD
SUITE 1240 SHERMAN
OAKS CA 91403

Station: KRCR
Market: Chico
Office: LOS ANGELES

Total \$: \$7,375.00
Total Spots: 25
Total CPP: \$25.83

Agency Order #:

Buyer: CORISSA EMBRO
Salesperson: TERRY DREHER
323-966-5066

Primary Demo: Adults 55+

Con Type: POLITICAL/VOTE
Assistant: LAURYN OWENS
323-966-5066

Total GRP: 285.5
Traffic #: 231721
Separation:

#	Day/Time	DP	Program	Rate	ASDP Rating	Len	10/17 - 10/17		Total Spots	Total \$	CPP	GRP
							10/17					
1	M-F 7a-9a		GOOD MORNING AMERICA	\$250.00	7.8	30	10		10	\$2,500.00	\$32.05	78.0
2X PER DAY MAX SEP												
2	M-F 5p-6p		KRCR NEWS	\$325.00	14.0	30	10		10	\$3,250.00	\$23.21	140.0
1X PER DAY MAX SEP												
3	M-F 6:30p-7p		KRCR NEWS	\$325.00	13.5	30	5		5	\$1,625.00	\$24.07	67.5
TOTALS: 25									25	\$7,375.00	\$25.83	285.5



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Flight: 10/17/16 - 10/23/16
Advertiser: CA Against RX
Measure

Total \$: \$7,375.00
Total Spots: 25

TARGET
ENTERPRISES 15260
VENTURA BLVD
SUITE 1240 SHERMAN
OAKS CA 91403

Product: CA AGAINST RX
MEASURE

Office: LOS ANGELES

Total CPP: \$25.83

Agency Order #:

Buyer: CORISSA EMBRO
Salesperson: TERRY DREHER
323-966-5066

Primary Demo: Adults 55+

Con Type: POLITICAL/VOTE
Assistant: LAURYN OWENS
323-966-5066

Total GRP: 285.5
Traffic #: 231721
Separation:

Hit Listed
Programs

Competitive Information

Market Budget:	\$17,988
KRCR Share:	41%
Comment:	
KCVU:	5%
KHSL:	14%
KNVN:	40%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	25	\$7,375.00	\$25.83	285.5
Total	100%	25	\$7,375.00	\$25.83	285.5

Monthly Summary

Month	Spots	Dollars
2016-Oct	25	\$7,375.00
Total	25	\$7,375.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	6/16/16 3:41 PM					\$0	\$0	
New	6/16/16 3:29 PM	LAURYN OWENS	Confirmed	25		\$7,375.00	\$7,375.00	

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