

125 West 55th St
New York, NY 10019

Contract # 25278698	Changes as of: 10/10/2016 at 8:06 PM	Version: Highlighting Revision 1	
CPE: 278/295/5289	Flight: 10/11/16 - 10/17/16	Station: WKBN	Total \$: \$12,820.00
Agency: GMMB	Advertiser: CLINTON, HILLARY	Market: Youngstown-Warren	Total Spots: 46
GMMB 3050 K ST NW WASHINGTON DC 20007	Product: CLINTON/P/D	Office: WASHINGTON	Total CPP: \$57.44
Agency Order #: 5333631		Primary Demo: Adults 35+	Total GRP: 223.2
Buyer: Outen, David		Con Type: POLITICAL/VOTE	Traffic #: 928107
Salesperson: RACHELLE RAY - Washington DC 202-872-5880		Assistant: LAILA DAFTARI 202-872-5880	Separation:

Comments: RVSD TO INCREASE RATES TO CLEAR & CXL OFF SPOTS CONVERTING TO 60"S & SHIFTING TO NEW HFA EST# 5560.

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/11 - 10/11		Total Spots	Total \$	CPP	GRP
							10/11					
1-5:24am CAN 1	Tu-F,M 5a-6a		First News At 5AM	\$45.00	4.9	30	2		2	\$90.00	\$23.68	3.8
	P4											
1-6:30am CAN 2	Tu-F,M 6a-7a		First News At 6AM	\$95.00	2.7	30	2		2	\$190.00	\$35.10	5.4
	P4											
REV- 3	Tu-F,M 7a-9a		CBS This Morning -1st Hr	\$150.00	2.6	30	10	6	6	\$900.00	\$57.69	15.6
	P4											
1-9:42am CAN 4	Tu-F,M 9a-10a		The Doctors	\$30.00	2.4	30	4		4	\$120.00	\$12.50	9.6
	P4											
1-10:29am CAN 5	Tu-F,M 10a-11a		Let's Make A Deal	\$70.00	2.9	30	4		4	\$280.00	\$24.14	11.6
	P4											
6	Tu-F,M 11a-12n		Price Is Right	\$160.00	5.8	30	4		4	\$640.00	\$27.59	23.2
	P4											
REV- 7	Tu-F,M 12n-12:30p		1st News At Noon	\$260.00	7.8	30	5	3	3	\$780.00	\$33.33	23.4
	P4											
	Changes: Rate from 115 to 260											
8	Tu-F,M 2p-3p		The Talk	\$130.00	2.3	30	3		3	\$390.00	\$56.52	6.9
	P4											
	Changes: Rate from 60 to 130											
9	Su 9a-10:30a		CBS Sunday Morning	\$250.00	4.4	30	1		1	\$250.00	\$56.82	4.4
	P4											
	Changes: Rate from 75 to 250											
10	Tu-F,M 3p-4p		HARRY	\$40.00	0.8	30	3		3	\$120.00	\$50.00	2.4
	P4											
	Changes: Program from FABLife to HARRY, Rate from 30 to 40											
REV- 11	Tu-F,M 4p-5p		Dr. Oz	\$90.00	2.0	30	5	3	3	\$270.00	\$45.00	6.0
	P4											
	Changes: Rate from 40 to 90											
1-5:12pm CAN 12	Tu-F,M 5p-5:30p		1st News At 5PM	\$160.00	9.4	30	4		4	\$640.00	\$17.02	37.6
	P4											



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Salesperson: RACHELLE RAY - Washington DC 202-872-5880	Assistant: LAILA DAFTARI 202-872-5880	Total CPP: \$57.44
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		Traffic #: 928107
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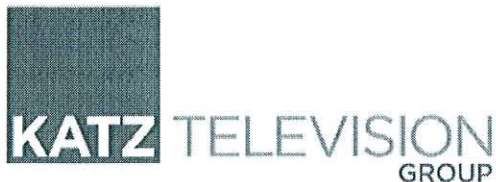
#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/11 - 10/11		Total Spots	Total \$	CPP	GRP
							10/11					
1-5:54pm CAN 13	Tu-F,M 5:30p-6p		1st News At 530PM	\$106.00	8.1	30	4		4	\$424.00	\$13.09	32.4
	P4											
1-6:21pm CAN 14	Tu-F,M 6p-6:30p		1st News At 6PM	\$245.00	9.9	30	4		4	\$980.00	\$24.75	39.6
	P4											
OK? CAN 15	Sa 6p-6:30p		1st News At 6PM	\$85.00	2.1	30	4		4	\$85.00	\$40.48	2.1
	P4											
OK CAN 16	Tu-F,M 7p-7:30p		Wheel Of Fortune	\$225.00	40.2	30	4		4	\$900.00	\$22.06	40.8
	P4											
7:36pm CAN 17	Tu-F,M 7:30p-8p		Jeopardy	\$225.00	8.3	30	4		4	\$900.00	\$27.11	33.2
	P4											
CAN 18	Sa 7p-7:30p		Wheel-Sat	\$40.00	2.4	30	4		4	\$40.00	\$16.67	2.4
	P4											
CAN 19	Sa 7:30p-8p		Jeopardy-Sat	\$40.00	2.4	30	4		4	\$40.00	\$16.67	2.4
	P4											
20	M 9p-10p		2 BROKE GIRLS	\$750.00	8.3	30	1		1	\$750.00	\$90.36	8.3
	P4											
21	Tu 8p-9p		NCIS-CBS	\$650.00	13.6	30	1		1	\$650.00	\$47.79	13.6
	P4											
22	Tu 9p-10p		BULL	\$400.00	9.4	30	1		1	\$400.00	\$42.55	9.4
	P4											
23	W 8p-9p		SURVIVOR	\$400.00	5.8	30	1		1	\$400.00	\$68.97	5.8
	P4											
24	F 10p-11p		BLUE BLOODS	\$1,000.00	10.1	30	1		1	\$1,000.00	\$99.01	10.1
	P4											
	Changes: Rate from 400 to 1000											
25	Sa 8p-9p		CRIMETIME	\$100.00	3.2	30	1		1	\$100.00	\$31.25	3.2
	P4											



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GMMB 3050 K ST NW WASHINGTON DC 20007	Product: CLINTON/P/D	Office: WASHINGTON
Agency Order #: 5333631	Primary Demo: Adults 35+	Total \$: \$12,820.00
Buyer: Outen, David	Con Type: POLITICAL/VOTE	Total Spots: 46
Salesperson: RACHELLE RAY - Washington DC 202-872-5880	Assistant: LAILA DAFTARI 202-872-5880	Total CPP: \$57.44
		Total GRP: 223.2
		Traffic #: 928107
		Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/11 - 10/11		Total Spots	Total \$	CPP	GRP
							10/11					
26	Sa 9p-10p		CRIMETIME	\$100.00	3.4	30	1		1	\$100.00	\$29.41	3.4
P4												
27	Su 7p-8p		60 Minutes-CBS	\$1,000.00	11.3	30	1		1	\$1,000.00	\$88.50	11.3
P4												
Changes: Rate from 200 to 1000												
28	Tu-F,M 11p-11:35p		1st News At 11PM	\$210.00	5.2	30	4		4	\$840.00	\$40.38	20.8
P4												
REV- 29	Tu-F,M 11:35p-12:35a		Late Show	\$75.00	2.2	30	5	3	3	\$225.00	\$34.09	6.6
P4												
REV- 30	Tu-F,M 12:35a-1:35a		Late Late Show	\$15.00	0.6	30	5	3	3	\$45.00	\$25.00	1.8
P4												
31	Sa 12:35a-1:35a		The Good Wife	\$10.00	0.3	30	1		1	\$10.00	\$33.33	0.3
P4												
32	Th 7:30p-8:25p		CBS Thurs NFL Pre-Game	\$450.00	11.1	30	1		1	\$450.00	\$40.54	11.1
P4												
Changes: Rate from 225 to 450												
CAN 33	Sa 42n-1p		NFL Today	\$200.00	3.3	30	4		4	\$200.00	\$60.64	3.3
P4												
34	Su 1p-4p		STEELERS/BROWNS	\$2,500.00	19.0	30	1		1	\$2,500.00	\$131.58	19.0
P4												
Changes: Rate from 1250 to 2500												
REV+ 49	Tu-F,M 7:30p-8p		Jeopardy	\$500.00	8.3	30	0	2	2	\$1,000.00	\$60.24	16.6
P4												
TOTALS: 46									46	\$12,820.00	\$57.44	223.2



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GMMB 3050 K ST NW WASHINGTON DC 20007	Product: CLINTON/P/D	Office: WASHINGTON
Agency Order #: 5333631	Primary Demo: Adults 35+	Total \$: \$12,820.00
Buyer: Outen, David	Con Type: POLITICAL/VOTE	Total Spots: 46
Salesperson: RACHELLE RAY - Washington DC 202-872-5880	Assistant: LAILA DAFTARI 202-872-5880	Total CPP: \$57.44
		Total GRP: 223.2
		Traffic #: 928107
		Separation:

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/10/16 8:06 PM	RACHELLE RAY - Washington DC	RVSD TO INCREASE RATES TO CLEAR & CXL OFF SPOTS CONVERTING TO 60'S & SHIFTING TO NEW HFA EST# 5560.
09/02/16 10:19 AM	System	Notice Received.
09/02/16 10:17 AM	RACHELLE RAY - Washington DC	10/11/16-10/17/16 HILLARY FOR AMERICA - NAB SENT VIA EMAIL. PYMT TO FOLLOW DAY PRIOR TO AIR.

Competitive Information	
Market Budget:	\$37,706
WKBN Share:	34%
Comment:	
EYTV:	1%
WBCB:	1%
WFMJ:	43%
WYFX:	7%
WYTV:	14%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	46	\$12,820.00	\$57.44	223.2
Total	100%	46	\$12,820.00	\$57.44	223.2

Monthly Summary		
Month	Spots	Dollars
2016-Oct	46	\$12,820.00
Total	46	\$12,820.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/10/16 8:06 PM	RACHELLE RAY - Washington DC	Revised		46	\$266.00	\$12,820.00	Changes: Assistant Id from RACHELLE RAY - Washington DC to LAILA DAFTARI, Product from TV to CLINTON/P/D, Calculated Dollars from \$12,554.00 to \$12,820.00, Total CPP from \$26.92 to \$57.44, Competitive Market Budget from \$34,647 to \$37,706, Total Spots from 92 to 46, Total GRPs from 466.4 to 223.2, Total \$ from \$12,554.00 to \$12,820.00, User Entered \$ from \$0.00 to \$12,820.00, Comments from 10/11/16-10/17/16 HILLARY FOR AMERICA - NAB SENT VIA EMAIL. PYMT TO FOLLOW DAY PRIOR TO AIR. to RVSD TO INCREASE RATES TO CLEAR & CXL OFF SPOTS CONVERTING TO 60'S & SHIFTING TO NEW HFA EST# 5560.. 27 buylines added or modified.
Queued for Electronic Contracting	9/2/16 10:18 AM					\$0	\$0	
New	8/31/16 2:00 PM	RACHELLE RAY - Washington DC	Confirmed	92		\$12,554.00	\$12,554.00	

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