

| | | | | | |
|------------|------------------------|------------------|-------------------------------|--------------------|-------------------|
| Station | WPMY-TV PITTSBURGH, PA | Agency | () BRABENDER COX MIHALKE | Rep Firm | |
| Advertiser | () HIGHMARK | | 1218 GRANDVIEW AVE, 1ST FLOOR | Sales Office | () WASHINGTON |
| Product | HIGHMARK :30 | | PITTSBURGH, PA 15211 | Salesperson | () TREVOR HEATON |
| Estimate# | 1660 | Agency C/P1/P2/E | //1660 | | |
| Buyer | LIZ BRABENDER | Flight Dates | 09/29/2013 - 10/06/2013 | Salesperson Phone# | 202-955-5342 |
| Phone# | | Hiatus Weeks | | Salesperson FAX# | 917-206-8372 |
| Fax# | | | | | |

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** 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 COMMUNICATIONS, INC. (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.

| Ln | Dates | Time | Program | Len | Rate | Day | Spots/Week | # of Weeks | Total Spots | Total Cost |
|-----|-------------|---------|------------|------|----------|-------|------------|------------|-------------|------------|
| --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ---- | ----- |
| 1 | 09/30-10/04 | 6P-630P | MODERN FAM | :30 | \$250.00 | M,W,F | 3 | 1 | 3 | \$750.00 |
| 2 | 10/01-10/03 | 630P-7P | THE MIDDLE | :30 | \$250.00 | TU-TH | 3 | 1 | 3 | \$750.00 |
| 3 | 10/01-10/03 | 7P-730P | MODERN FAM | :30 | \$350.00 | TU,TH | 2 | 1 | 2 | \$700.00 |
| 4 | 09/30-10/04 | 730P-8P | THE MIDDLE | :30 | \$300.00 | M,W,F | 3 | 1 | 3 | \$900.00 |
| 5 | 10/05-10/05 | 7P-730P | MODERN FAM | :30 | \$350.00 | SA | 1 | 1 | 1 | \$350.00 |
| 6 | 10/05-10/05 | 730P-8P | THE MIDDLE | :30 | \$300.00 | SA | 1 | 1 | 1 | \$300.00 |

---REPORT TOTALS---

Report Totals: 13 / \$3,750.00

---SALES MONTHLY TOTALS---

| | | | |
|--------------------------------------|------------|---------|-----------------|
| Sep 13: | 0 / \$0.00 | Oct 13: | 13 / \$3,750.00 |
| Sales Totals: 13 / \$3,750.00 | | | |
| Station Totals: 13 / \$3,750.00 | | | |
| Lines not sent/rcld/rtrn: 0 / \$0.00 | | | |

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|----|------|----|------|-----|
| Market Totals | \$132,979 | CABL | 0% | KDKA | 33% | UNKN | 0% | WNPA | 0% | WPGH | 11% |
|---------------|-----------|------|----|------|-----|------|----|------|----|------|-----|

Station

WPMY-TV PITTSBURGH, PA

Advertiser

() HIGHMARK

Product

HIGHMARK :30

Estimate#

1660

Buyer

LIZ BRABENDER

Phone#

Fax#

Agency

() BRABENDER COX MIHALKE

1218 GRANDVIEW AVE, 1ST FLOOR

PITTSBURGH, PA 15211

Agency C/P1/P2/E

//1660

Flight Dates

09/29/2013 - 10/06/2013

Hiatus Weeks

Rep Firm

Sales Office

() WASHINGTON

Salesperson

() TREVOR HEATON

Salesperson Phone#

202-955-5342

Salesperson FAX#

917-206-8372

WPMY

2%

WPXI

27%

WTAE

23%

Books

null

Demos

RA35+