



125 West 55th St
New York, NY 10019

1152098 ✓

Contract # 25640079	Changes as of: 7/18/2017 at 8:28 AM	Version: Original Order
CPE: 377/458/4682	Flight: 7/19/17 - 7/25/17	Station: WKBN
Agency: MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	Advertiser: Ohioans Against the Deceptive RX Ballot	Market: Youngstown-Warren
Agency Order #: 6359451	Product: FPHRM	Office: WASHINGTON
Buyer: Rumbley, Chris	Primary Demo:	Total \$: \$4,610.00
Salesperson: BRADLEY PHILIPPS 202-955-5342	Con Type: POLITICAL/VOTE	Total Spots: 16
	Assistant: BRADLEY PHILIPPS 202-955-5342	Total CPP: \$0.00
		Total GRP:
		Separation:

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	Len	7/19 - 7/25							Total Spots	Total \$	CPP	GRP
						7/19	7/20	7/21	7/22	7/23	7/24	7/25				
1	W-F,M-Tu 5:30a-6a		1ST NEWS 5-6<	\$110.00	30	0	1	1	0	0	1	0	3	\$330.00	\$0.00	0.0
Target 11 Index: 103. Nielsen: 1.2																
2	W-F,M-Tu 7a-9a		CBS THS MRNG-2<	\$150.00	30	1	0	0	0	0	1	1	3	\$450.00	\$0.00	0.0
Target 11 Index: 108. Nielsen: 2.8																
3	Su 10:30a-11:30a		FACE NATN-CBS/FACE NATN2-CBS	\$110.00	30	0	0	0	0	1	0	0	1	\$110.00	\$0.00	0.0
Target 11 Index: 118. Nielsen: 0.9																
4	W-F,M-Tu 4p-5p		DR. OZ<	\$115.00	30	0	1	1	0	0	1	0	3	\$345.00	\$0.00	0.0
Target 11 Index: 122. Nielsen: 1.1																
5	W-F,M-Tu 5:30p-6p		1ST NWS-5:30PM<	\$375.00	30	1	1	0	0	0	0	1	3	\$1,125.00	\$0.00	0.0
Target 11 Index: 112. Nielsen: 5.1																
6	W-F,M-Tu 6p-6:30p		1ST NEWS-6.00<	\$850.00	30	0	0	1	0	0	1	0	2	\$1,700.00	\$0.00	0.0
Target 11 Index: 118. Nielsen: 7.9																
7	Su 7p-8p		60 MINUTES	\$550.00	30	0	0	0	0	1	0	0	1	\$550.00	\$0.00	0.0
Target 11 Index: 124. Nielsen: 4.5																
TOTALS:						2	3	3	0	2	4	2	16	\$4,610.00	\$0.00	0.0



125 West 55th St
New York, NY 10019

Contract # 25640079	Changes as of: 7/18/2017 at 8:28 AM	Version: Original Order	
CPE: 377/458/4682	Flight: 7/19/17 - 7/25/17	Station: WKBN	Total \$: \$4,610.00
Agency: MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	Advertiser: Ohioans Against the Deceptive RX Ballot	Market: Youngstown-Warren	Total Spots: 16
	Product: FPHRM	Office: WASHINGTON	Total CPP: \$0.00
	Agency Order #: 6359451	Primary Demo:	Total GRP:
	Buyer: Rumbley, Chris	Con Type: POLITICAL/VOTE	Separation:
	Salesperson: BRADLEY PHILIPPS 202-955-5342	Assistant: BRADLEY PHILIPPS 202-955-5342	

Special Instructions	
-----------------------------	--

Order Level Comments		
Date/Time	Added by	Comment
07/18/17 8:28 AM	BRADLEY PHILIPPS	Separation: 30

Competitive Information	
Market Budget:	\$23,050
WKBN Share:	20%
Comment:	
WFMJ:	68%
WYFX:	1%
WYTV:	11%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	16	\$4,610.00	N/A	0.0
Total	100%	16	\$4,610.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2017-Jul	16	\$4,610.00
Total	16	\$4,610.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	7/18/17 8:28 AM	BRADLEY PHILIPPS	New	16		\$4,610.00	\$4,610.00	

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.
----------------------------------	---