

125 West 55th St
New York, NY 10019

Contract # 25763743	Changes as of: 10/5/2017 at 11:16 AM	Version: Highlighting Revision 2
CPE: 377/458/4979	Flight: 10/4/17 - 10/10/17	Station: WKBN
Agency: MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	Advertiser: Ohioans Against the Deceptive RX Ballot Product: FPHRM	Market: Youngstown-Warren
Agency Order #: 6594866	Buyer: Rumbley, Chris	Primary Demo: Adults 18+
Salesperson: BRADLEY PHILIPPS 202-955-5342	Con Type: POLITICAL/VOTE	Assistant: BRADLEY PHILIPPS 202-955-5342
		Total \$: \$29,010.00
		Total Spots: 83
		Total CPP: \$56.46
		Total GRP: 513.8
		Traffic #: 1241497
		Separation:

Comments: revised line 14 - added 2x to lines 4,22 - added 1x to line 23 as MG for \$640 out on previous orders

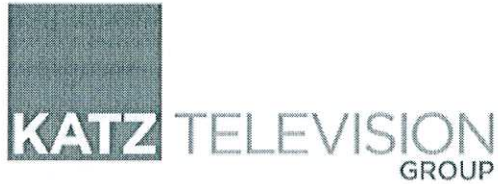
#	Day/Time	DP	Program	Rate	A18P Rating	Len	10/4 - 10/10								Total Spots	Total \$	CPP	GRP
							10/4	10/5	10/6	10/7	10/8	10/9	10/10					
1	W-F,M-Tu 5a-5:30a		1ST NEWS 5-6<	\$115.00	2.7	30	0	1	0	0	0	1	1		3	\$345.00	\$42.59	8.1
Target 200129 Index: 121. Nielsen: 1.6																		
2	W-F,M-Tu 5:30a-6a		1ST NEWS 5-6<	\$115.00	3.5	30	1	1	1	0	0	1	0		4	\$460.00	\$32.86	14.0
Target 200129 Index: 123. Nielsen: 1.9																		
3	W-F,M-Tu 6:30a-7a		1ST NEWS 6-7<	\$275.00	5.3	30	1	1	1	0	0	1	1		5	\$1,375.00	\$51.89	26.5
Target 200129 Index: 120. Nielsen: 3.5																		
REV+ 4	W-F,M-Tu 7a-9a		CBS THIS MORNING	\$150.00	4.2	30	1	1	1	0	0	0	2	1	6	\$900.00	\$35.71	25.2
Target 200129 Index: 127. Nielsen: 2.5																		
5	Su 10:30a-11:30a		FACE THE NATION	\$110.00	3.8	30	0	0	0	0	2	0	0		2	\$220.00	\$28.95	7.6
Target 200129 Index: 117. Nielsen: 1.7																		
6	W-F,M-Tu 9a-10a		DOCTORS<	\$95.00	3.3	30	1	1	1	0	0	1	1		5	\$475.00	\$28.79	16.5
Target 200129 Index: 137. Nielsen: 1.5																		
7	W-F,M-Tu 11a-12n		PRICE-RT 1-CBS/PRICE-RT 2- CBS	\$225.00	5.5	30	1	1	0	0	0	1	0		3	\$675.00	\$40.91	16.5
Target 200129 Index: 138. Nielsen: 4.2																		
8	W-F,M-Tu 12n-12:30p		1ST NEWS 12 NN<	\$350.00	8.1	30	0	1	1	0	0	0	1		3	\$1,050.00	\$43.21	24.3
Target 200129 Index: 141. Nielsen: 5.6																		
9	W-F,M-Tu 4p-5p		STEVE HARVEY	\$115.00	3.0	30	0	1	1	0	0	1	1		4	\$460.00	\$38.33	12.0
Target 200129 Index: 135. Nielsen: 1.4																		
10	W-F,M-Tu 5p-5:30p		1ST NEWS-5PM<	\$475.00	10.1	30	1	1	1	0	0	1	1		5	\$2,375.00	\$47.03	50.5
Target 200129 Index: 137. Nielsen: 7.2																		
11	W-F,M-Tu 5:30p-6p		1ST NWS-5:30PM<	\$475.00	10.8	30	1	1	1	0	0	1	1		5	\$2,375.00	\$43.98	54.0
Target 200129 Index: 135. Nielsen: 7.5																		
12	W-F,M-Tu 6p-7p		1ST NEWS	\$850.00	10.5	30	1	1	1	0	0	1	0		4	\$3,400.00	\$80.95	42.0
Target 200129 Index: 138. Nielsen: 7.8																		
13	W-F,M-Tu 7p-7:30p		WHEEL-FORTNE<	\$675.00	9.1	30	1	1	1	0	0	0	1		4	\$2,700.00	\$74.18	36.4
Target 200129 Index: 137. Nielsen: 7.6																		



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Agency: MENTZER MEDIA SERVIC	Advertiser: Ohioans Against the Deceptive RX Ballot	Market: Youngstown-Warren
210 W. Pennsylvania Avenue	Product: FPHRM	Office: WASHINGTON
Suite 250	Agency Order #: 6594866	Primary Demo: Adults 18+
Towson, MD 21204	Buyer: Rumbley, Chris	Con Type: POLITICAL/VOTE
	Salesperson: BRADLEY PHILIPPS 202-955-5342	Assistant: BRADLEY PHILIPPS 202-955-5342
		Total \$: \$29,010.00
		Total Spots: 83
		Total CPP: \$56.46
		Total GRP: 513.8
		Traffic #: 1241497
		Separation:

#	Day/Time	DP	Program	Rate	A18P Rating	Len	10/4 - 10/10							Total Spots	Total \$	CPP	GRP
							10/4	10/5	10/6	10/7	10/8	10/9	10/10				
REV 14	W-F,M-Tu 7:30p-8p		JEOPARDY<	\$675.00	7.9	30	0	1	0	0	0	1	1	3	\$2,025.00	\$85.44	23.7
Target 200129 Index: 139. Nielsen: 5.8																	
15	Sa 3:30p-7p		SEC ON CBS	\$350.00	4.6	30	0	0	0	3	0	0	0	3	\$1,050.00	\$76.09	13.8
Target 200129 Index: 107. Nielsen: 2.8																	
16	Su 12n-1p		NFL TODAY	\$600.00	7.3	30	0	0	0	0	1	0	0	1	\$600.00	\$82.19	7.3
Target 200129 Index: 113. Nielsen: 0.7																	
17	Su 7p-8p		60 MINUTES-CBS	\$1,150.00	13.9	30	0	0	0	0	1	0	0	1	\$1,150.00	\$82.73	13.9
Target 200129 Index: 120. Nielsen: 7.9																	
18	Su 8p-9p		WISDOM OF THE CROWD	\$900.00	11.3	30	0	0	0	0	2	0	0	2	\$1,800.00	\$79.65	22.6
Target 200129 Index: 128. Nielsen: 4.5																	
19	Su 10p-11p		MADAM SECRETARY	\$550.00	8.0	30	0	0	0	0	2	0	0	2	\$1,100.00	\$68.75	16.0
Target 200129 Index: 127. Nielsen: 2.4																	
20	W-F,M-Tu 11p-11:30p		1ST NEWS	\$575.00	6.8	30	1	1	1	0	0	1	1	5	\$2,875.00	\$84.56	34.0
Target 200129 Index: 130. Nielsen: 4.8																	
21	Su 11p-11:30p		1ST NEWS-11.00<	\$350.00	8.2	30	0	0	0	0	1	0	0	1	\$350.00	\$42.68	8.2
Target 200129 Index: 129. Nielsen: 4.8																	
REV+ 22	W-F,M-Tu 11:30p-12:30a		LATE SHOW	\$150.00	4.1	30	1	1	1	0	0	1	2	7	\$1,050.00	\$36.59	28.7
Target 200129 Index: 129. Nielsen: 2.4																	
REV+ 23	W-F,M-Tu 12:30a-1:30a		LATE LATE SHOW	\$40.00	2.4	30	0	1	1	0	0	1	2	5	\$200.00	\$16.67	12.0
Target 200129 Index: 127. Nielsen: 0.4																	
TOTALS:							11	15	14	3	9	17	14	83	\$29,010.00	\$56.46	513.8



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		Separation:

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/05/17 11:16 AM	BRADLEY PHILIPPS	revised line 14 - added 2x to lines 4,22 - added 1x to line 23 as MG for \$640 out on previous orders
10/05/17 11:16 AM	BRADLEY PHILIPPS	Canceled by new revision
10/04/17 3:33 PM	Jim Dreistadt	10/4 SEE LINE 14 THU 730-8P 10/5 \$675 - NA DUE TO THURSDAY NIGHT FOOTBALL PREGAME MAKEGOOD LINE 24 - FRI 730-8P 10/6
10/03/17 9:24 AM	BRADLEY PHILIPPS	\$1935 added to order as MG for previous order
10/02/17 3:24 PM	System	Notice Received.
10/02/17 3:22 PM	BRADLEY PHILIPPS	Separation: 30

Competitive Information	
Market Budget:	\$82,886
WKBN Share:	35%
Comment:	
WFMJ:	45%
WYFX:	13%
WYTV:	7%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	83	\$29,010.00	\$56.46	513.8
Total	100%	83	\$29,010.00	\$56.46	513.8

Monthly Summary		
Month	Spots	Dollars
2017-Oct	83	\$29,010.00
Total	83	\$29,010.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/5/17 11:16 AM	BRADLEY PHILIPPS	Revised	5		\$640.00	\$29,010.00	Changes: Total Spots from 78 to 83, Calculated Dollars from \$28,370.00 to \$29,010.00, Total GRPs from 494.8 to 513.8, Total CPP from \$57.34 to \$56.46, Competitive Market Budget from \$81,057 to \$82,886, Comments from \$1935 added to order as MG for previous order to revised line 14 - added 2x to lines 4,22 - added 1x to line 23 as MG for \$640 out on previous orders, User Entered \$ from \$28,370.00 to \$29,010.00, Total \$ from \$28,370.00 to \$29,010.00. 4 buylines added or modified.
Makegood 1	10/4/17 3:33 PM	Jim Dreistadt	Canceled	1	1	\$0	\$28,370.00	Changes: Total GIMPs from 0 to 495, Total CPM from \$0.00 to \$57,336.30. 2 buylines added or modified.
Revision	10/3/17 9:24 AM	BRADLEY PHILIPPS	Confirmed	6		\$1,935.00	\$28,370.00	Changes: Total Spots from 72 to 78, Calculated Dollars from \$26,435.00 to \$28,370.00, Total GRPs from 461.6 to 494.8, Total CPP from \$57.27 to \$57.34, Competitive Market Budget from \$75,529 to \$81,057, Comments from Separation: 30 to \$1935 added to order as MG for previous order, User Entered \$ from \$0.00 to \$28,370.00, Total \$ from \$26,435.00 to \$28,370.00. 7 buylines added or modified.
Queued for Electronic Contracting	10/2/17 3:23 PM					\$0	\$0	
New	10/2/17 3:22 PM	BRADLEY PHILIPPS	Confirmed	72		\$26,435.00	\$26,435.00	