



**KATZ** TELEVISION  
GROUP

125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25559018	<b>Changes as of:</b> 5/19/2017 at 3:10 PM	<b>Version:</b> Original Order
<b>CPE:</b> 377/458/4538	<b>Flight:</b> 5/22/17 - 5/30/17	<b>Station:</b> WKBN
<b>Agency:</b> MENTZER MEDIA SERVIC	<b>Advertiser:</b> 11515	<b>Market:</b> Youngstown-Warren
210 W. Pennsylvania Avenue	<b>Product:</b> FPHRM	<b>Office:</b> WASHINGTON
Suite 250	<b>Agency Order #:</b> 6179657	<b>Primary Demo:</b> Adults 18+
Towson, MD 21204	<b>Buyer:</b> Rumbley, Chris	<b>Con Type:</b> POLITICAL/VOTE
	<b>Salesperson:</b> BRADLEY PHILIPPS 202-955-5342	<b>Assistant:</b> BRADLEY PHILIPPS 202-955-5342
		<b>Total \$:</b> \$16,100.00
		<b>Total Spots:</b> 53
		<b>Total CPP:</b> \$63.46
		<b>Total GRP:</b> 253.7
		<b>Separation:</b>

**Comments:** Separation: 30

#	Day/Time	DP	Program	Rate	A18P Rating	Len	5/22 - 5/30										Total Spots	Total		
							5/22	5/23	5/24	5/25	5/26	5/27	5/28	5/29	5/30	\$		CPP	GRP	
1	M-F 5:30a-6a		1ST NEWS 5-6< 2	\$100.00	3.3	30	0	0	1	1	1	0	0	1	1		5	\$500.00	\$30.30	16.5
Target 102 Index: 97. Nielsen: 1.8																				
2	M-F 4p-5p		DR. OZ< 2	\$75.00	2.1	30	0	1	1	1	1	0	0	1	1		6	\$450.00	\$35.71	12.6
Target 102 Index: 102. Nielsen: 1.5																				
3	M-F 5p-5:30p		1ST NEWS-5PM< 2	\$300.00	7.0	30	0	1	1	1	1	0	0	1	0		5	\$1,500.00	\$42.86	35.0
Target 102 Index: 97. Nielsen: 5.8																				
4	M-F 5:30p-6p		1ST NWS-5:30PM< 2	\$300.00	7.0	30	0	1	1	1	1	0	0	1	1		6	\$1,800.00	\$42.86	42.0
Target 102 Index: 96. Nielsen: 5.3																				
5	M-F 6p-6:30p		1ST NEWS-6.00< 2	\$550.00	7.3	30	0	1	1	1	1	0	0	1	0		5	\$2,750.00	\$75.34	36.5
Target 102 Index: 96. Nielsen: 7.4																				
6	M-F 11p-11:30p		1ST NEWS-11.00< 2	\$375.00	4.6	30	0	1	0	1	1	0	0	1	1		5	\$1,875.00	\$81.52	23.0
Target 102 Index: 94. Nielsen: 4.8																				
7	M-F 12:30a-1:30a		LT-CORDEN-CBS< 2	\$25.00	1.4	30	0	1	2	1	1	0	0	1	1		7	\$175.00	\$17.86	9.8
Target 102 Index: 102. Nielsen: 0.3																				
8	Su 7p-8p		60 MINUTES 2	\$375.00	6.4	30	0	0	0	0	0	0	1	0	0		1	\$375.00	\$58.59	6.4
Target 102 Index: 95. Nielsen: 3.9																				
9	Sa-Su 2p-6:30p		PGA GOLF 2	\$250.00	2.7	30	0	0	0	0	0	1	1	0	0		2	\$500.00	\$92.59	5.4
Target 102 Index: 106. Nielsen: 1.4																				
10	Su 8p-9p		NCIS LA 2	\$575.00	5.3	30	0	0	0	0	0	0	2	0	0		2	\$1,150.00	\$108.49	10.6
Target 102 Index: 97. Nielsen: 4.8																				
12	F 9p-10p		HAWAII 5-0-CBS 2	\$575.00	4.6	30	0	0	0	0	1	0	0	0	0		1	\$575.00	\$125.00	4.6
Target 102 Index: 102. Nielsen: 8.5																				
13	Tu 8p-9p		NCIS 2	\$1,100.00	8.4	30	0	1	0	0	0	0	0	0	1		2	\$2,200.00	\$130.95	16.8
Target 102 Index: 99. Nielsen: 9.0																				
14	M-F 7p-7:30p		WHEEL-FORTNE< 2	\$375.00	6.0	30	0	0	1	0	0	0	0	1	1		3	\$1,125.00	\$62.50	18.0
Target 102 Index: 95. Nielsen: 6.7																				



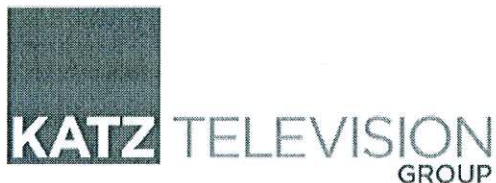
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							5/22	5/23	5/24	5/25	5/26	5/27	5/28	5/29	5/30					
15	M-F 7:30p-8p		JEOPARDY< 2	\$375.00	5.5	30	0	1	0	0	1	0	0	0	1		3	\$1,125.00	\$68.18	16.5
Target 102 Index: 96, Nielsen: 5.7																				
TOTALS:							0	8	8	7	9	1	4	8	8		53	\$16,100.00	\$63.46	253.7





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<b>Agency:</b> MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	<b>Advertiser:</b> 11515  <b>Product:</b> FPHRM  <b>Agency Order #:</b> 6179657 <b>Buyer:</b> Rumbley, Chris <b>Salesperson:</b> BRADLEY PHILIPPS 202-955-5342	<b>Market:</b> Youngstown-Warren  <b>Office:</b> WASHINGTON  <b>Primary Demo:</b> Adults 18+ <b>Con Type:</b> POLITICAL/VOTE <b>Assistant:</b> BRADLEY PHILIPPS 202-955-5342	<b>Total Spots:</b> 53  <b>Total CPP:</b> \$63.46  <b>Total GRP:</b> 253.7  <b>Separation:</b>

<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
05/19/17 3:10 PM	TREVOR HEATON	Separation: 30

Competitive Information	
<b>Market Budget:</b>	\$55,517
<b>WKBN Share:</b>	29%
<b>Comment:</b>	
<b>WFMJ:</b>	54%
<b>WYFX:</b>	4%
<b>WYTV:</b>	13%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	53	\$16,100.00	\$63.46	253.7
<b>Total</b>	<b>100%</b>	<b>53</b>	<b>\$16,100.00</b>	<b>\$63.46</b>	<b>253.7</b>

Monthly Summary		
Month	Spots	Dollars
2017-May	37	\$11,275.00
2017-Jun	16	\$4,825.00
<b>Total</b>	<b>53</b>	<b>\$16,100.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	5/19/17 3:10 PM	TREVOR HEATON	New	53		\$16,100.00	\$16,100.00	

<b>Non-Discrimination Policy</b>	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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