



125 West 55th St
New York, NY 10019

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|--|---|---|
| Contract # 26100550 | Changes as of: 7/10/2018 at 11:24 AM | Version: Highlighting Revision 1 |
| CPE: 1038/1052/6310 | Flight: 7/16/18 - 7/22/18 | Station: WVBT |
| Agency: TARGETED PLATFORM MEDIA 650 Massachusetts Avenue, NW Washington, DC 20001 | Advertiser: For Our Families | Market: Norfolk-Virginia Beach |
| Agency Order #: 7513224 | Product: issue | Office: WASHINGTON |
| Buyer: Outen, David | Service: Nielsen | Total Spots: 13 |
| Salesperson: BILL THOMAS 202-872-5880 | Primary Demo: Adults 35+ | Total CPP: \$0.00 |
| Separation: | Assistant: BILL THOMAS 202-872-5880 | Total GRP: |

| # | Day/Time | DP | Program | Rate | Len | 7/16 - 7/22 | | | | | | | Total Spots | Total \$ | CPP* | GRP* |
|----------------|--------------------|----|---------------|----------|-----|-------------|----------|----------|----------|----------|----------|----------|-------------|-------------------|---------------|------------|
| | | | | | | 7/16 | 7/17 | 7/18 | 7/19 | 7/20 | 7/21 | 7/22 | | | | |
| REV 5 | M-Su 10p-10:45p | | WVBT FOX News | \$300.00 | 30 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 3 | \$900.00 | \$0.00 | 0.0 |
| TOTALS: | | | | | | 2 | 3 | 3 | 2 | 2 | 0 | 1 | 13 | \$3,050.00 | \$0.00 | 0.0 |



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| Special Instructions | |
|-----------------------------|--|

| Order Level Comments | | |
|----------------------|----------|------------------|
| Date/Time | Added by | Comment |
| 07/05/18 10:55 AM | System | Notice Received. |

| Competitive Information | |
|-------------------------|----------|
| Market Budget: | \$50,833 |
| WVBT Share: | 6% |
| Comment: | |
| WAVY: | 25% |
| WGNT: | 5% |
| WTKR: | 27% |
| WTVZ: | 2% |
| WVEC: | 35% |

| Daypart Summary | | | | | |
|-----------------|-------------|-----------|-------------------|------------|------------|
| Day/Time | % Distrib | Spots | Dollars | CPP | GRP |
| | 100% | 13 | \$3,050.00 | N/A | 0.0 |
| Total | 100% | 13 | \$3,050.00 | N/A | 0.0 |

| Monthly Summary | | |
|-----------------|-----------|-------------------|
| Month | Spots | Dollars |
| 2018-Jul | 13 | \$3,050.00 |
| Total | 13 | \$3,050.00 |

| Transaction History | | | | | | | | |
|-----------------------------------|------------------|-------------|-----------|-------|-------|------------|-------------|--|
| Trans | Created/Received | Created by | Status | Spot+ | Spot- | \$ Chg | Contract \$ | Comment |
| Revision | 7/10/18 11:24 AM | BILL THOMAS | Revised | | | \$0 | \$3,050.00 | Changes: Competitive Market Budget from \$30,833 to \$50,833, Demo Meta to [R16]. 1 buyline added or modified. |
| Queued for Electronic Contracting | 7/5/18 8:54 AM | | | | | \$0 | \$0 | |
| New | 7/3/18 2:18 PM | BILL THOMAS | Confirmed | 13 | | \$3,050.00 | \$3,050.00 | |

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| 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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