



125 West 55th St
New York, NY 10019

Contract # 25143329	Changes as of: 7/21/2016 at 3:59 PM	Version: Highlighting Revision 2
CPE: 750/760/4552	Flight: 8/23/16 - 8/29/16	Total \$: \$9,260.00
Agency: TARGETED PLATFORM MEDIA	Advertiser: Priorities Usa Action	Total Spots: 28
650 Massachusetts Avenue, NW Washington, DC 20001	Product: TV	Total CPP: \$0.00
Agency Order #: 4938945	Buyer: Thompson, Katie	Primary Demo: Adults 35+
Salesperson: BEN WILLMETH 202-872-5880	Salesperson: BEN WILLMETH 202-872-5880	Con Type: POLITICAL/VOTE
		Assistant: AMY MCCREARY 610-687-5151
		Traffic #: 1389397
		Separation:

Comments: Separation: 30 new order, please crf. thanks

#	Day/Time	DP	Program	Rate	Len	8/23	Total Spots	Total \$	CPP	GRP
1	Tu-F,M 12n-1p		The People's Court	\$85.00	30	2	2	\$170.00	\$0.00	0.0
2	Tu-F,M 1p-2p		Judge Mathis	\$85.00	30	2	2	\$170.00	\$0.00	0.0
3	Tu-F,M 2p-2:30p		Divorce Court 1	\$85.00	30	2	2	\$170.00	\$0.00	0.0
4	Tu-F,M 3p-3:30p		Family Feud 1	\$125.00	30	2	2	\$250.00	\$0.00	0.0
5	Tu-F,M 3:30p-4p		Family Feud 2	\$125.00	30	2	2	\$250.00	\$0.00	0.0
6	Tu-F,M 4p-4:30p		Judge Judy 4	\$150.00	30	2	2	\$300.00	\$0.00	0.0
7	Tu-F,M 4:30p-5p		Judge Judy 3	\$150.00	30	2	2	\$300.00	\$0.00	0.0
8	Tu-F,M 5p-5:30p		Judge Judy 2	\$200.00	30	2	2	\$400.00	\$0.00	0.0
9	Tu-F,M 5:30p-6p		Judge Judy 1	\$200.00	30	2	2	\$400.00	\$0.00	0.0
10	Tu-F,M 6p-6:30p		Mike & Molly	\$150.00	30	2	2	\$300.00	\$0.00	0.0
11	Tu-F,M 6:30p-7p		Mike & Molly 1	\$150.00	30	2	2	\$300.00	\$0.00	0.0
REV- 12	Tu-F,M 7p-7:30p		Big Bang Theory 2	\$500.00	30	2	1	\$500.00	\$0.00	0.0
REV- 13	Tu-F,M 7:30p-8p		Big Bang Theory 1	\$500.00	30	2	1	\$500.00	\$0.00	0.0
14	W/ 8p-9p		MASTERCHEF	\$1,500.00	30	1	1	\$1,500.00	\$0.00	0.0
15	W/ 9p-10p		WAYWARD PINES	\$1,750.00	30	1	1	\$1,750.00	\$0.00	0.0
REV- 16	Tu-F,M 10p-10:30p		WFXR News First @ 10P	\$1,500.00	30	2	0	\$0.00	\$0.00	0.0
17	Tu-F,M 10:30p-11p		WFXR News First @ 1030P	\$1,000.00	30	2	2	\$2,000.00	\$0.00	0.0
TOTALS: 28							28	\$9,260.00	\$0.00	0.0



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CPE: 750/760/4552

Flight: 8/23/16 - 8/29/16

Station: WFXR

Total \$: \$9,260.00

Agency: TARGETED
PLATFORM MEDIA

Advertiser: Priorities Usa Action

Market: Roanoke-Lynchburg

Total Spots: 28

650 Massachusetts
Avenue, NW

Product: TV

Office: WASHINGTON

Total CPE: \$0.00

Washington, DC 20001

Agency Order #: 4938945

Primary Demo: Adults 35+

Total GRP:

Buyer: Thompson, Katie

Con Type: POLITICAL/VOTE

Traffic #: 1389397

Salesperson: BEN WILMETH
202-872-5680

Assistant: AMY MCCREARY
610-687-5151

Separation:

Special
Instructions

Order Level Comments

Date/Time	Added by	Comment
08/03/16 3:10 PM	BEN WILMETH	Separation: 30
07/22/16 7:45 AM	System	Notice Received.
07/21/16 3:59 PM	GOTOSTRATAeschumac her	Separation: 30 NA 2X LINE 13 DUE TO WRONG RATE AT \$500 NA 1X LINE 12 AT \$500
07/08/16 10:53 AM	Gloria Fischer	MG 1X 8/26 7:30P-10:30P NFL PRESEASON NEW ENGLAND VS PANTHERS AT \$1500
07/07/16 11:03 AM	System	Notice Received.
04/10/16 1:30 PM	AMY MCCREARY	Separation: 30

Competitive Information

Market Budget: \$82,875
WFXR Share: 16%
Comment: est shares
BFXR: 1%
WDBJ: 48%
WSET: 22%
WLSL: 11%
WWCW: 2%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	CPP
	100%	28	\$9,260.00	N/A
Total	100%	28	\$9,260.00	N/A

Monthly Summary		
Month	Spots	Dollars
2016-Aug	28	\$9,260.00
Total	28	\$9,260.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	8/3/16 3:10 PM	BEN WILMETH	Confirmed		28	\$-9,260.00	\$0	Changes: Demo Meta to JR16J Assistant id from AMY MCCREARY to BEN WILMETH, Comments from Separation: 30 new order, please cnf. thanks to Order cancelled per agency
Revision	7/21/16 3:59 PM	GOTOSTRATAeschumac her	Confirmed		4	\$-4,000.00	\$9,260.00	Rev tot = \$0. Total Spots from 28 to 0. Calculated Dollars from \$9,260.00 to \$0.00. Competitive Market Budget from \$82,875 to \$0. Total \$ from \$9,260.00 to \$0.00. 16 buylines added or modified.
Makegood 1	7/8/16 10:53 AM	Gloria Fischer	Confirmed			\$0	\$13,260.00	Changes: Total \$ from \$13,260.00 to \$9,260.00. Total Spots from 32 to 28. 3 buylines added or modified.
Revision	7/7/16 9:01 AM	Switch Operation	Confirmed			\$0	\$13,260.00	Changes: Salesperson from AMY MCCREARY to BEN WILMETH.
Queued for Electronic Contracting	7/5/16 9:14 AM					\$0	\$0	



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Assistant: AMY MCCREARY
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Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	4/11/16 8:25 AM					\$0
New	4/10/16 1:29 PM	AMY MCCREARY	Confirmed	32		\$13,260.00
						\$0
						\$13,260.00

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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