

C# 49638

ENTERED
10/17/18



TELEVISION
GROUP

125 West 55th St
New York, NY 10019

| | | |
|--|---|---|
| Contract # 26224495 | Changes as of: 10/17/2018 at 6:40 AM | Version: Current State Version 1 |
| CPE: 450/553/7127 | Flight: 10/23/18 - 10/29/18 | Station: NHSL |
| Agency: MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204 | Advertiser: No On Prop 10 - A Flawed Initiative Product: MCABI8 | Market: Chico |
| Agency Order #: 7859961 | Service: Nielsen | Con Type: POLITICAL/VOTE |
| Buyer: Shnekat, Shannon | Primary Demo: Adults 18+ | Total \$: \$260.00 |
| Salesperson: ASHLEY BOYLE 202-955-5342 | Assistant: ASHLEY BOYLE 202-955-5342 | Total Spots: 6 |
| Separation: | | Total CPP: \$34.67 |
| | | Total GRP: 7.5 |

Comments: Separation: 30

| # | Day/Time | DP | Program | Rate | A18P Rating | Len | 10/23 - 10/29 | | | | | | | Total Spots | Total \$ | CPP* | GRP* |
|-------------------------------------|----------------------|----|----------------------|---------|----------------|-----|---------------|-------|-------|-------|-------|-------|-------|----------------|-------------|---------|------|
| | | | | | | | 10/23 | 10/24 | 10/25 | 10/26 | 10/27 | 10/28 | 10/29 | | | | |
| 1 | Tu-F,M 10p-10:30p | | ACTION NEWS NOW @ 10 | \$60.00 | 1.5 | 30 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | \$60.00 | \$40.00 | 1.5 |
| Target 332 Index: 103. Nielsen: 1 | | | | | | | | | | | | | | | | | |
| 2 | Tu-F,M 10:30p-11p | | SEINFELD | \$40.00 | 1.2 | 30 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 5 | \$200.00 | \$33.33 | 6.0 |
| Target 332 Index: 106. Nielsen: 0.8 | | | | | | | | | | | | | | | | | |
| TOTALS: | | | | | | | 1 | 1 | 1 | 2 | 0 | 0 | 1 | 6 | \$260.00 | \$34.67 | 7.5 |



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| Agency: MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204 | Advertiser: No On Prop 10 - A Flawed Initiative Product: MCAB18 | Market: Chico |
| | Agency Order #: 7859961 | Office: WASHINGTON |
| | Buyer: Shnekat, Shannon | Service: Nielsen |
| | Salesperson: ASHLEY BOYLE 202-955-5342 | Primary Demo: Adults 18+ |
| | Separation: | Assistant: ASHLEY BOYLE 202-955-5342 |
| | | Con Type: POLITICAL/VOTE Total \$: \$260.00 |
| | | Total Spots: 6 |
| | | Total CPP: \$34.67 |
| | | Total GRP: 7.5 |

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

| Order Level Comments | | |
|----------------------|-----------------|----------------|
| Date/Time | Added by | Comment |
| 10/17/18 6:40 AM | ASHLEY BOYLE | Separation: 30 |

| Competitive Information | |
|-------------------------|----------|
| Market Budget: | \$13,000 |
| NHSL Share: | 2% |
| Comment: | |
| KCVU: | 6% |
| KHSL: | 28% |
| KNVN: | 32% |
| KRCR: | 32% |

| Daypart Summary | | | | | |
|-----------------|-------------|----------|-----------------|----------------|------------|
| Day/Time | % Distrib | Spots | Dollars | CPP | GRP |
| | 100% | 6 | \$260.00 | \$34.67 | 7.5 |
| Total | 100% | 6 | \$260.00 | \$34.67 | 7.5 |

| Monthly Summary | | |
|-----------------|----------|-----------------|
| Month | Spots | Dollars |
| 2018-Oct | 5 | \$220.00 |
| 2018-Nov | 1 | \$40.00 |
| Total | 6 | \$260.00 |

| Transaction History | | | | | | | | |
|-----------------------------------|------------------|--------------|--------|-------|-------|----------|-------------|---------|
| Trans | Created/Received | Created by | Status | Spot+ | Spot- | \$ Chg | Contract \$ | Comment |
| Queued for Electronic Contracting | 10/17/18 7:17 AM | | | | | \$0 | \$0 | |
| Queued for Electronic Contracting | 10/17/18 7:12 AM | | | | | \$0 | \$0 | |
| New | 10/17/18 6:40 AM | ASHLEY BOYLE | New | 6 | | \$260.00 | \$260.00 | |

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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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10/17/18

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|--|---|--|
| Contract # 26224496 | Changes as of: 10/17/2018 at 6:40 AM | Version: Current State Version 1 |
| CPE: 450/553/7128 | Flight: 10/30/18 - 11/6/18 | Station: NHSL |
| Agency: MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204 | Advertiser: No On Prop 10 - A Flawed Initiative | Market: Chico |
| | Product: MCABI8 | Office: WASHINGTON |
| | Agency Order #: 7859966 | Service: Nielsen |
| | Buyer: Shnekat, Shannon | Primary Demo: Adults 18+ |
| | Salesperson: ASHLEY BOYLE 202-955-5342 | Assistant: ASHLEY BOYLE 202-955-5342 |
| | Separation: | |
| | | Con Type: POLITICAL/VOTE |
| | | Total \$: \$320.00 |
| | | Total Spots: 7 |
| | | Total CPP: \$35.56 |
| | | Total GRP: 9.0 |

Comments: Separation: 30

| # | Day/Time | DP | Program | Rate | A18P Rating | Len | 10/30 - 11/6 | | | | | | | | Total Spots | Total \$ | CPP* | GRP* |
|------------------------------------|----------------------|----|----------------------|---------|----------------|-----|--------------|-------|------|------|------|------|------|------|----------------|-------------|---------|------|
| | | | | | | | 10/30 | 10/31 | 11/1 | 11/2 | 11/3 | 11/4 | 11/5 | 11/6 | | | | |
| 1 | Tu-F,M 10p-10:30p | | ACTION NEWS NOW @ 10 | \$60.00 | 1.5 | 30 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 2 | \$120.00 | \$40.00 | 3.0 |
| Target 332 Index: 103 Nielsen: 1 | | | | | | | | | | | | | | | | | | |
| 2 | Tu-F,M 10:30p-11p | | SEINFELD | \$40.00 | 1.2 | 30 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 5 | \$200.00 | \$33.33 | 6.0 |
| Target 332 Index: 106 Nielsen: 0.8 | | | | | | | | | | | | | | | | | | |
| TOTALS: | | | | | | | 1 | 1 | 2 | 2 | 0 | 0 | 1 | 0 | 7 | \$320.00 | \$35.56 | 9.0 |



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| Special Instructions | |
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| | 100% | 7 | \$320.00 | \$35.56 | 9.0 |
| Total | 100% | 7 | \$320.00 | \$35.56 | 9.0 |

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|-----------------|----------|-----------------|
| Month | Spots | Dollars |
| 2018-Nov | 7 | \$320.00 |
| Total | 7 | \$320.00 |

| Transaction History | | | | | | | | |
|-----------------------------------|------------------|--------------|--------|-------|-------|----------|-------------|---------|
| Trans | Created/Received | Created by | Status | Spot+ | Spot- | \$ Chg | Contract \$ | Comment |
| Queued for Electronic Contracting | 10/17/18 7:17 AM | | | | | \$0 | \$0 | |
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