



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 26766535 **Changes as of:** 10/9/2017 at 8:32 AM **Version:** Highlighting Revision 1
CPE: 369/472/5018 **Flight:** 10/10/17 - 10/16/17 **Station:** WRLH
Agency: MENTZER MEDIA **Advertiser:** John Adams - VA AG **Market:** Richmond
Service: **Product:** PADAM **Office:** WASHINGTON
210 W. Pennsylvania Avenue **Agency Order #:** 6605501 **Primary Demo:** Adults 35+
Suite 250 **Buyer:** Rumbley, Chris **Con Type:** POLITICAL/NOTE
Towson, MD 21204 **Salesperson:** BRADLEY PHILIPPS **Assistant:** BRADLEY PHILIPPS
202-955-5342 **202-955-5342**

Total \$: \$3,300.00
Total Spots: 13
Total CPM: \$102.17
Total GRP: 32.3
Traffic #: 3062867
Separation:

Comments: revised order to section 3 rates

#	Day/Time	DP	Program	Rate	ASPR Rating	Len	10/10 - 10/16							Total Spots	Total \$	CPP	GRP	
							10/10	10/11	10/12	10/13	10/14	10/15	10/16					
1	Tu-F, M 7a-7:30a		FOX Richmond Morning News	\$50.00	1.0	30	1	1	1	1	0	0	1	5	\$250.00	\$50.00	5.0	
Changes: Rate from 100 to 50																		
REV+ 2	Tu-F, M 7a-7:30p		Big Bang Theory	\$450.00	4.3	30	1	0	1	0	0	0	0	5	\$2,250.00	\$104.65	21.5	
Changes: Rate from 800 to 450																		
REV+ 3	Se 10p-10:35p		FOX Richmond 35 News Ten	\$200.00	2.9	30	0	0	0	0	1	2	0	2	\$400.00	\$68.97	5.8	
Changes: Rate from 400 to 200																		
REV+ 4	M-F 10p-10:35p		News	\$400.00	0.0	30	0	0	0	1	0	0	0	1	\$400.00	\$0.00	0.0	
Changes: Rate from 400 to 200																		
TOTALS:							2	2	3	2	2	0	2	13	\$3,300.00	\$102.17	32.3	



125 West 55th St
New York, NY 10019

Contract # 25786535

Changes as of: 10/09/2017 at 8:32 AM

Version: Highlighting Revision 1

CPE: 389/42/5018

Flight: 10/10/17 - 10/16/17

Station: WRLH

Total \$: \$3,300.00

Agency: MENTZER MEDIA SERVICE

Advertiser: John Adams - VA AG

Market: Richmond

Total Spots: 13

210 W. Pennsylvania Avenue
Suite 250
Towson, MD 21204

Product: PADAM

Office: WASHINGTON

Total CPP: \$102.17

Agency Order #: 6605501

Buyer: Rumbley, Chris

Primary Demo: Adults 35+

Total GRP: 32.3

Salesperson: BRADLEY PHILLIPPS

202-955-5342

Cont Type: POLITICAL/VOTE

Traffic #: 3062867

Assistant: BRADLEY PHILLIPPS

202-955-5342

Separation:

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
10/09/17 8:32 AM	BRADLEY PHILLIPPS	revised order to section 3 rates
10/06/17 12:18 PM	System	Notice Received.
10/06/17 9:02 AM	BRADLEY PHILLIPPS	Separation: 30

Competitive Information	
Market Budget:	\$66,000
WRLH Share:	5%
Comment:	
WRIC:	25%
WTVR:	35%
WWBT:	35%

Daypart Summary						
Day/Time	% Distric	Spots	Dollars	CPP	GRP	
	100%	13	\$3,300.00	\$102.17	32.3	
Total	100%	13	\$3,300.00	\$102.17	32.3	

Monthly Summary			
Month	Spots	Dollars	
2017-Oct	13	\$3,300.00	
Total	13	\$3,300.00	

Transaction History

Trans	Created/Received	Created by	Status	Spot:	Spot:	\$ Chg	Contract \$	Comment
Revision	10/9/17 8:32 AM	BRADLEY PHILLIPPS	Revised	4		\$0	\$3,300.00	Changes: Total CPP from \$158.65 to \$102.17. Total Spots from 9 to 13. Total GRPs from 20.8 to 32.3. Comments from Separation: 30 to revised order to section 3 rates.
Queued for Electronic Contracting	10/6/17 11:40 AM					\$0	\$0	User Entered \$ from \$0.00 to \$3,300.00. 4 buylines added or modified.
New	10/6/17 9:02 AM	BRADLEY PHILLIPPS	Confirmed	9		\$3,300.00	\$3,300.00	

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.