



125 West 55th St
New York, NY 10019

Contract # 25622757 Changes as of: 6/22/2017 at 12:02 PM Version: Current State Version 1
CPE: 377/458/4584 Flight: 6/25/17 - 7/3/17 Station: WYFX Total \$: \$4,190.00
Agency: MENTZER MEDIA Advertiser: Ohioans Against the Deceptive RX Ballot Market: Youngstown-Warren Total Spots: 39
SERVIC 210 W. Pennsylvania Avenue Product: FPHRM Office: WASHINGTON Total CPP: \$51.41
Suite 250 Agency Order #: 6296034 Primary Demo: Adults 18+
Towson, MD 21204 Buyer: Rumbley, Chris Con Type: POLITICAL/VOTE
Salesperson: BRADLEY PHILIPPS Assistant: BRADLEY PHILIPPS Separation:
202-955-5342 202-955-5342

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A18P Rating	Len	6/25 - 7/3									Total Spots	Total \$	CPP	GRP
							6/25	6/26	6/27	6/28	6/29	6/30	7/1	7/2	7/3				
1	M-F 8:30a-9a		FIRST NEWS@8AM< 2	\$25.00	1.2	30	0	1	1	1	1	1	0	0	1	6	\$150.00	\$20.83	7.2
Target 102 Index: 85. Nielsen: 0.5																			
2	M-F 6:30p-7p		BIG BNG THEORY< 2	\$100.00	1.6	30	0	0	1	1	1	1	0	0	1	5	\$500.00	\$62.50	8.0
Target 102 Index: 105. Nielsen: 0.8																			
3	M-F 7:30p-8p		BIG BNG THEORY< 2	\$130.00	2.4	30	0	1	1	1	1	1	0	0	1	6	\$780.00	\$54.17	14.4
Target 102 Index: 109. Nielsen: 1.1																			
4	M 8p-9p		SO YOU THINK YOU CAN DANCE 2	\$145.00	1.9	30	0	1	0	0	0	0	0	0	1	2	\$290.00	\$76.32	3.8
Target 102 Index: 109. Nielsen: 0.5																			
5	Sa 1p-6p		US SENIOR OPEN 2	\$100.00	1.2	30	0	0	0	0	0	0	3	0	0	3	\$300.00	\$83.33	3.6
Target 102 Index: 112. Nielsen: 0.2																			
6	Sa 7p-10p		MLB 3	\$100.00	2.9	30	0	0	0	0	0	0	3	0	0	3	\$300.00	\$34.48	8.7
Target 102 Index: 104. Nielsen: 1.1																			
7	Su 1p-6p		US SENIOR OPEN 2	\$100.00	1.3	30	0	0	0	0	0	0	0	3	0	3	\$300.00	\$76.92	3.9
Target 102 Index: 107. Nielsen: 0.2																			
8	M-F 10p-10:30p		1ST NWS ON FOX< 2	\$225.00	3.8	30	0	1	1	1	1	1	0	0	1	6	\$1,350.00	\$59.21	22.8
Target 102 Index: 97. Nielsen: 3.0																			
9	Sa 10p-10:30p		NEWS 2	\$100.00	3.5	30	0	0	0	0	0	0	1	0	0	1	\$100.00	\$28.57	3.5
Target 102 Index: 107. Nielsen: 1.4																			
10	M-F 11p-12m		SEINFELD< 2	\$30.00	1.4	30	0	1	0	1	0	1	0	0	1	4	\$120.00	\$21.43	5.6
Target 102 Index: 105. Nielsen: 0.6																			
TOTALS:							0	5	4	5	4	5	7	3	6	39	\$4,190.00	\$51.41	81.5



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	Agency Order #: 6296034	Office: WASHINGTON	Total CPP: \$51.41
	Buyer: Rumbley, Chris	Primary Demo: Adults 18+	Total GRP: 81.5
	Salesperson: BRADLEY PHILIPPS 202-955-5342	Con Type: POLITICAL/VOTE Assistant: BRADLEY PHILIPPS 202-955-5342	Separation:

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
06/22/17 12:02 PM	BRADLEY PHILIPPS	Separation: 30

Competitive Information	
Market Budget:	\$52,375
WYFX Share:	8%
Comment:	
WFMJ:	50%
WKBN:	26%
WYTV:	16%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	39	\$4,190.00	\$51.41	81.5
Total	100%	39	\$4,190.00	\$51.41	81.5

Monthly Summary		
Month	Spots	Dollars
2017-Jun	0	\$0.00
2017-Jul	39	\$4,190.00
Total	39	\$4,190.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	6/22/17 12:02 PM	BRADLEY PHILIPPS	New	39		\$4,190.00	\$4,190.00	

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.
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