

ORDER WORKSHEET

Rep Order# 9419410 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/26/14 4:10 PM
Last Received: 09/26/14 4:07 PM
Showing Buylines: All Lines

1 of 4

Station WFLP-TV SPRINGFIELD, MA
Advertiser (BAK) BAKER, CHARLIE
Product BAKER/G/R
Estimate#
Buyer PATRICIA STERPU

Agency (JMTA) JAMESTOWN ASSOCIATES
3931 S SHERWOOD FOREST BLVD, SUITE 2
BATON ROUGE, LA 70816
Agency C/P1/P2/E
Flight Dates 10/20/14-10/26/14

Rep Firm KATZ CONTINENTAL
Sales Office (DC) WASHINGTON
Salesperson (JN1) JENNA NUBAR
Sales Assistant KELLY
Salesperson Phone# 202-872-5880
Salesperson Fax# 202-872-0263

--- CONTRACT COMMENT ---

CHARLIE BAKER/GOVERNOR/REPUBLICAN
*****NONDISCRIMINATION***** 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 COMMUNICATIONS, INC. (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.

--- REMARKS ---

9/26 - NEW BAKER ORDER 10/20-10/26 SPOTS ARE 30S. SHARES ARE EST. PLS CNF. T/R KELLY FOR JENNA

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	M-F	5A-6A	NEWS	30	-	-	\$75.00	10/20-10/24	5	5	\$375.00
			Buy Comment: NEWS				PS				
2	M-F	6A-7A	NEWS	30	-	-	\$225.00	10/20-10/24	5	5	\$1,125.00
			Buy Comment: NEWS				PS				
3	M-F	7A-9A	TODAY SHOW	30	-	-	\$200.00	10/20-10/24	10	10	\$2,000.00
			Buy Comment: TODAY SHOW				PS				
4	M-F	9A-10A	TODAY SHOW	30	-	-	\$75.00	10/20-10/24	5	5	\$375.00
			Buy Comment: TODAY SHOW				PS				
5	M-F	10A-11A	TODAY SHOW	30	-	-	\$35.00	10/20-10/24	5	5	\$175.00
			Buy Comment: TODAY SHOW				PS				
6	M-F	11A-12P	MASS APPEAL	30	-	-	\$25.00	10/20-10/24	5	5	\$125.00
			Buy Comment: MASS APPEAL				PS				
7	M-F	12P-1P	NEWS	30	-	-	\$50.00	10/20-10/24	5	5	\$250.00
			Buy Comment: NEWS				PS				

ORDER WORKSHEET

Rep Order# 9419410 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/26/14 4:10 PM
Last Received: 09/26/14 4:07 PM
Showing Buylines: All Lines

2 of 4

Station WVLB-TV SPRINGFIELD, MA
Advertiser (BAKC) BAKER, CHARLIE
Product BAKER/G/R
Estimate#
Buyer PATRICIA STERPU

Agency (JMTA) JAMESTOWN ASSOCIATES
3931 S SHERWOOD FOREST BLVD, SUITE 2
BATON ROUGE, LA 70816
Agency C/P1/P2/E
Flight Dates 10/20/14-10/26/14

Rep Firm KATZ CONTINENTAL
Sales Office (DC) WASHINGTON
Salesperson (JN1) JENNA NUBAR
Sales Assistant KELLY
Salesperson Phone# 202-872-5880
Salesperson Fax# 202-872-0263

Ln	Day	Time	Program	Len	RTG/TMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
8	M-F	1P-2P	Buy Comment: DAYS OF OUR LIVES	30	-	-	\$50.00	10/20-10/24	5	5	\$250.00
9	M-F	3P-4P	Buy Comment: DR. PHIL	30	-	-	\$35.00	10/20-10/24	5	5	\$175.00
10	M-F	4P-5P	Buy Comment: JUDGE JUDY	30	-	-	\$50.00	10/20-10/24	5	5	\$250.00
11	M-F	5P-530P	Buy Comment: NEWS	30	-	-	\$275.00	10/20-10/24	5	5	\$1,375.00
12	M-F	530P-7P	Buy Comment: NEWS	30	-	-	\$300.00	10/20-10/24	5	5	\$1,500.00
13	M-F	7P-730P	Buy Comment: WHEEL	30	-	-	\$250.00	10/20-10/24	5	5	\$1,250.00
14	M-F	730P-8P	Buy Comment: JEOPARDY	30	-	-	\$250.00	10/20-10/24	5	5	\$1,250.00
15	M-Sa	11P-1135P	Buy Comment: NEWS	30	-	-	\$325.00	10/20-10/25	6	6	\$1,950.00
16	Su	1135P-12A	Buy Comment: NEWS	30	-	-	\$325.00	10/26-10/26	1	1	\$325.00
17	M-F	1135P-1235A	Buy Comment: TONIGHT SHOW	30	-	-	\$65.00	10/20-10/24	5	5	\$325.00
18	Sa	6A-7A	Buy Comment: NEWS	30	-	-	\$50.00	10/25-10/25	1	1	\$50.00

ORDER WORKSHEET

Rep Order# 9419410 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 09/26/14 4:10 PM
Last Received: 09/26/14 4:07 PM
Showing Buylines: All Lines

3 of 4

Station WWLP-TV SPRINGFIELD, MA
Advertiser (BAK) BAKER, CHARLIE
Product BAKER/C/R
Estimate#
Buyer PATRICIA STERPU

Agency (JMTA) JAMESTOWN ASSOCIATES
3931 S SHERWOOD FOREST BLVD, SUITE 2
BATON ROUGE, LA 70816
Agency C/P1/P2/E
Flight Dates 10/20/14-10/26/14

Rep Firm KATZ CONTINENTAL
Sales Office (DC) WASHINGTON
Salesperson (JN1) JENNA NUBAR
Sales Assistant KELLY
Salesperson Phone# 202-872-5880
Salesperson Fax# 202-872-0263

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
19	Sa	7A-9A	-	30	-	-	\$150.00	10/25-10/25	2	2	\$300.00
			Buy Comment: SAT TODAY				PS				
20	Sa-Su	9A-10A	-	30	-	-	\$50.00	10/25-10/26	1	1	\$50.00
			Buy Comment: NEWS				PS				
21	Su	7A-8A	-	30	-	-	\$75.00	10/26-10/26	1	1	\$75.00
			Buy Comment: NEWS				PS				
22	Su	8A-9A	-	30	-	-	\$150.00	10/26-10/26	1	1	\$150.00
			Buy Comment: SUN TODAY				PS				
23	Su	11A-12P	-	30	-	-	\$300.00	10/26-10/26	1	1	\$300.00
			Buy Comment: MEET THE PRESS				PN				
24	M	10P-11P	-	30	-	-	\$300.00	10/20-10/20	1	1	\$300.00
			Buy Comment: BLACKLIST				PS				
25	Tu	8P-9P	-	30	-	-	\$400.00	10/21-10/21	1	1	\$400.00
			Buy Comment: VOICE				PS				
26	F	8P-9P	-	30	-	-	\$300.00	10/24-10/24	1	1	\$300.00
			Buy Comment: DATELINE				PS				

---REPORT TOTALS---

Report Totals: 97 / \$15,000.00

---SALES MONTHLY TOTALS---

Oct2014: 97 / \$15,000.00

ORDER WORKSHEET

Rep Order# 9419410 Ver# 1 Status New

Traffic Order#

Printed: 09/26/14 4:10 PM
Last Received: 09/26/14 4:07 PM
Showing Buylines: All Lines

4 of 4

Station WWLP-TV SPRINGFIELD, MA
Advertiser (BAK) BAKER, CHARLIE
Product BAKER/G/R
Estimate#
Buyer PATRICIA STERPU

Agency (JMTA) JAMESTOWN ASSOCIATES
3931 S SHERWOOD FOREST BLVD, SUITE 2
BATON ROUGE, LA 70816
Agency C/P1/P2/E
Flight Dates 10/20/14-10/26/14

Rep Firm KATZ CONTINENTAL
Sales Office (DC) WASHINGTON
Salesperson (JN1) JENNA NUBAR
Sales Assistant KELLY
Salesperson Phone# 202-872-5880
Salesperson Fax# 202-872-0263

Order Totals: 97 / \$15,000.00 Total GRPS: 0.0

Market Totals

\$31,250.00

CABL

.00%

EGGB

7.00%

WGGB

25.00%

WSHM

20.00%

WWLP

48.00%

Books [null]
Demos RA35+

— CREDIT RISK —
STANDARD CREDIT TERMS

mil
9/30/14 *www*

Order / Rev: 497189
 Alt Order #: 09419410
 Flight Dates: 10/20/14 - 10/26/14

Advertiser: POL/Baker Charlie
 Product Desc: BAKER/G/R
 Estimate: WWLP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WWLP	10/20/14	10/24/14	Today Show M-F Today Show	CM	7-9a	22222--	:30	10	\$200.00	P5	0.00	NM	10	\$2,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	22222--					10	\$200.00		0.00			
E 4	WWLP	10/20/14	10/24/14	Today Show 2 Today Show 2	CM	9-10a	11111--	:30	5	\$75.00	P5	0.00	NM	5	\$375.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	11111--					5	\$75.00		0.00			
E 5	WWLP	10/20/14	10/24/14	Today Show 3 Today Show 3	CM	10-11a	11111--	:30	5	\$35.00	P5	0.00	NM	5	\$175.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	11111--					5	\$35.00		0.00			
E 6	WWLP	10/20/14	10/24/14	M-F 11a-12p Mass Appeal	CM	11a-12p	11111--	:30	5	\$25.00	P5	0.00	NM	5	\$125.00
MASS APPEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	11111--					5	\$25.00		0.00			
E 7	WWLP	10/20/14	10/24/14	M-F 12-1p 22 News @ Noon	CM	12-1p	11111--	:30	5	\$50.00	P5	0.00	NM	5	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	11111--					5	\$50.00		0.00			
E 8	WWLP	10/20/14	10/24/14	Days of Our Lives Days of Our Lives	CM	1-2p	11111--	:30	5	\$50.00	P5	0.00	NM	5	\$250.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	11111--					5	\$50.00		0.00			
E 9	WWLP	10/20/14	10/24/14	M-F 3-4p Dr. Phil	CM	3-4p	11111--	:30	5	\$35.00	P5	0.00	NM	5	\$175.00
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	11111--					5	\$35.00		0.00			
E 10	WWLP	10/20/14	10/24/14	M-F 4-5p Judge Judy	CM	4-5p	11111--	:30	5	\$50.00	P5	0.00	NM	5	\$250.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	11111--					5	\$50.00		0.00			
E 11	WWLP	10/20/14	10/24/14	M-F 5-530p News 22 @5p	CM	5-530p	11111--	:30	5	\$275.00	P5	0.00	NM	5	\$1,375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	11111--					5	\$275.00		0.00			
E 12	WWLP	10/20/14	10/24/14	M-F 530-7p M-F 530-7p	CM	M-F 530-7p	11111--	:30	5	\$300.00	P5	0.00	NM	5	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	11111--					5	\$300.00		0.00			
E 13	WWLP	10/20/14	10/24/14	M-F 7-730p Wheel of Fortune	CM	7-730p	11111--	:30	5	\$250.00	P5	0.00	NM	5	\$1,250.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	11111--					5	\$250.00		0.00			
E 14	WWLP	10/20/14	10/24/14	M-F 730-8p Jeopardy	CM	730-8p	11111--	:30	5	\$250.00	P5	0.00	NM	5	\$1,250.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/20/14	10/26/14	11111--					5	\$250.00		0.00			
E 15	WWLP	10/20/14	10/25/14		CM	11-1135p	111111-	:30	6	\$325.00	P5	0.00	NM	6	\$1,950.00

