

ORDER WORKSHEET

Rep Order# 9397457 Ver# 3

Status Revised

Traffic Order#

Last Received:
Showing Buylines:

Printed: 09/03/14 4:55 PM
09/03/14 4:43 PM
All Rep Changes

1 of 2

Station WWLP-TV SPRINGFIELD, MA
Advertiser (BERD) BERWICK, DON
Product BERWICK/G/D
Estimate# 2306
Buyer CASEY BESETTE

Agency (NWMD) THE NEW MEDIA FIRM
1322 G ST, SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 502/523/2306
Flight Dates 09/04/14-09/09/14

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 ---

DON BERWICK/GOVERNOR/DEMOCRAT
*****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 ---

9/3 - REVISED TP ON LNS 25 & 37. NCIT. PLS CNF. T/R KELLY FOR JENNA

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
25*	Th	1130P-12A	22 NEWS @ 11PM<	30	-	-	\$600.00	09/04-09/04	1	1	\$600.00
Sales remark: V3 REV TP											
V3 Time Changed, Comment Changed ✓											
37*	Su	12A-1230A	JEOPARDY-WKND	30	-	-	\$75.00	09/07-09/07	1	1	\$75.00
Sales remark: V3 REV TP											
V3 Time Changed, Comment Changed ✓											

---REPORT TOTALS---

Report Totals: 2 / \$675.00

---SALES MONTHLY TOTALS---

Sep2014: 37/ \$14,050.00

Order Totals: 37 / \$14,050.00 Total GRPs: 0.0

--- COMPETITIVE ---

Market Totals \$25,089.29 CABL .00% EGGB 9.00% WGBB 16.00% WSHM 19.00% WWLP 56.00%

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Books [null]
Demos RA35+

— CREDIT RISK —
STANDARD CREDIT TERMS

ML
call 9/3/14