



Contract # 26133974		Changes as of: 8/21/2018 at 10:56 AM		Version: Original Order	
CPE: //2595	Flight: 10/29/18 - 11/4/18	Station: KIMA		Con Type: POLITICAL/VOTE	
Agency: TARGET ENTERPRISES	Advertiser: 12967	Market: Yakima		Total \$: \$19,000.00	
15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403	Product: No on 1631 - WA	Office: LOS ANGELES		Total Spots: 23	
Agency Order #:		Service: Nielsen		Total CPP: \$216.89	
Buyer: LINDA SOUTHERN		Primary Demo: Adults 35+		Total GRP: 87.6	
Salesperson: JENNA AVISHAY 323-966-5205		Assistant: RILEY SCHONEMAN 323-966-5009		Traffic #: AR1005172	
Separation:					

#	Day/Time	DP	Program	Rate	Len	10/29 - 10/29			Total Spots	Total \$	CPP*	GRP*
						10/29						
	M-F		KIMA ACTION NEWS	\$350.00	30	3			3	\$1,050.00	\$159.09	6.6
1	5:30a-6a											
	M-F		KIMA ACTION NEWS	\$450.00	30	2			2	\$900.00	\$140.63	6.4
2	6a-6:30a											
	M-F		KIMA ACTION NEWS	\$450.00	30	2			2	\$900.00	\$140.63	6.4
3	6:30a-7a											
	M-F		CBS THIS MORNING	\$450.00	30	2			2	\$900.00	\$173.08	5.2
4	7a-8a											
	M-F		THE PRICE IS RIGHT	\$500.00	30	2			2	\$1,000.00	\$172.41	5.8
5	10a-11a											
	M-F		JUDGE JUDY	\$375.00	30	2			2	\$750.00	\$87.21	8.6
6	4p-5p											
	M-F		KIMA ACTION NEWS	\$800.00	30	2			2	\$1,600.00	\$166.67	9.6
7	6:30p-7p											
	M-F		KIMA ACTION NEWS	\$1,500.00	30	2			2	\$3,000.00	\$300.00	10.0
8	5p-5:30p											
	M-F		CBS EVENING NEWS	\$2,000.00	30	2			2	\$4,000.00	\$370.37	10.8
9	5:30p-6p											
	M-F		KIMA ACTION NEWS	\$1,800.00	30	2			2	\$3,600.00	\$418.60	8.6
10	6p-6:30p											
	M-F		BIG BANG THEORY	\$650.00	30	2			2	\$1,300.00	\$135.42	9.6
11	7p-7:30p											
						TOTALS: 23			23	\$19,000.00	\$216.89	87.6



125 West 55th St
New York, NY 10019

KATZ TELEVISION
GROUP

Contract # 26133974		Changes as of: 8/21/2018 at 10:56 AM		Version: Original Order	
CPE: //2595		Flight: 10/29/18 - 11/4/18		Station: KIMA	
Agency: TARGET ENTERPRISES		Advertiser: 12967		Market: Yakima	
15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403		Product: No on 1631 - WA		Office: LOS ANGELES	
		Agency Order #:		Service: Nielsen	
		Buyer: LINDA SOUTHERN		Primary Demo: Adults 35+	
		Salesperson: JENNA AVISHAY		Assistant: RILEY SCHONEMAN	
		Separation:		Traffic #: AR1005172	
				Total CPP: \$216.89	
				Total GRP: 87.6	
				Total Spots: 23	
				Total \$: \$19,000.00	

Special Instructions	Order Level Comments
----------------------	----------------------

Date/Time	Added by	Comment
08/21/18 4:49 PM	RILEY SCHONEMAN	MG sent via email 8/21
08/21/18 4:39 PM	Joseph Nassar	M-F 6:30P-7P AIRS INSIDE EDITION. CONFIRM, THANK YOU.

Competitive Information	
Market Budget:	\$47,500
KIMA Share:	40%
Comment:	RANK AND SHARE ESTIMATED
KAPP:	10%
KCYU:	10%
KNDO:	40%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	23	\$19,000.00	87.6
Total	100%	23	\$19,000.00	87.6

Monthly Summary		
Month	Spots	Dollars
2018-Nov	23	\$19,000.00
Total	23	\$19,000.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot- \$ Chg
Makegood 1	8/21/18 4:49 PM	RILEY SCHONEMAN	Sent To Agency	2	\$0
Queued for Electronic Contracting	8/21/18 11:01 AM				\$0
Queued for Electronic Contracting	8/21/18 10:58 AM				\$0
New	8/21/18 10:56 AM	JENNA AVISHAY	Confirmed	23	\$19,000.00

Non-Discrimination Policy	Transaction History
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.	Changes: Total GIMPs from 0 to 88, Total CPM from \$0.00 to \$216,894.98. 2 buylines added or modified.