



125 West 55th St
New York, NY 10019

Contract # 25141204	Changes as of: 10/6/2016 at 4:35 PM	Version: Highlighting Revision 1
CPE: 750/760/4560	Flight: 10/11/16 - 10/17/16	Station: WKEF
Agency: TARGETED PLATFORM MEDIA 650 Massachusetts Avenue, NW Washington, DC 20001	Advertiser: Priorities Usa Action	Market: Dayton
Agency Order #: 4923741	Product: TV	Office: PHILADELPHIA
Buyer: Welsh, Kathryn	Primary Demo: Adults 35+	Total \$: \$10,485.00
Salesperson: FRAN BROWN 215-563-5400	Con Type: POLITICAL/VOTE	Total Spots: 38
	Assistant: FRAN BROWN 215-563-5400	Total CPP: \$0.00
		Total GRP:
		Traffic #: 2462051
		Separation:

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/11 - 10/11		Total Spots	Total \$	CPP	GRP
							10/11					
REV- 1	Tu-F,M 7a-9a		Good Morning America	\$285.00	0	30	4	3	3	\$855.00	\$0.00	0.0
<i>Changes: Rate from 180 to 285</i>												
REV- 2	Tu-F,M 5a-6a		ABC22 Good Morning News	\$90.00	0	30	3	1	1	\$90.00	\$0.00	0.0
<i>Changes: Rate from 80 to 90</i>												
REV- 3	Tu-F,M 6a-7a		ABC22 Good Morning News	\$150.00	0	30	4	3	3	\$450.00	\$0.00	0.0
REV- 4	Tu-F,M 11a-12n		The View	\$125.00	0	30	3	2	2	\$250.00	\$0.00	0.0
<i>Changes: Rate from 110 to 125</i>												
REV- 5	Tu-F,M 2p-3p		General Hospital	\$120.00	0	30	3	2	2	\$240.00	\$0.00	0.0
<i>Changes: Rate from 100 to 120</i>												
REV- 6	Tu-F,M 12n-1p		Rachael Ray	\$115.00	0	30	3	2	2	\$230.00	\$0.00	0.0
<i>Changes: Rate from 100 to 115</i>												
REV- 7	Tu-F,M 1p-2p		The Chew	\$115.00	0	30	3	2	2	\$230.00	\$0.00	0.0
<i>Changes: Rate from 100 to 115</i>												
REV- 8	Tu-F,M 4p-5p		Steve Harvey	\$110.00	0	30	3	2	2	\$220.00	\$0.00	0.0
<i>Changes: Rate from 160 to 110</i>												
9	Sa 6p-6:30p		ABC22 News At Six	\$200.00	0	30		1	1	\$200.00	\$0.00	0.0
<i>Changes: Rate from 185 to 200</i>												
REV- 10	Tu-F,M 5p-6p		Judge Judy	\$180.00	0	30	3	2	2	\$360.00	\$0.00	0.0
<i>Changes: Rate from 150 to 180</i>												
11	Tu-F,M 6p-6:30p		ABC22 News At Six	\$185.00	0	30		3	3	\$555.00	\$0.00	0.0
12	Su 6p-6:30p		ABC News At Six	\$200.00	0	30		1	1	\$200.00	\$0.00	0.0
<i>Changes: Rate from 185 to 200</i>												
13	Tu-F,M 7:30p-8p		Family Feud	\$525.00	0	30		3	3	\$1,575.00	\$0.00	0.0
<i>Changes: Rate from 500 to 525</i>												
14	Tu-F,M 7p-7:30p		Family Feud	\$650.00	0	30		3	3	\$1,950.00	\$0.00	0.0
<i>Changes: Rate from 400 to 650</i>												



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Buyer: Welsh, Kathryn	Salesperson: FRAN BROWN 215-563-5400	Primary Demo: Adults 35+	Total GRP:
		Con Type: POLITICAL/VOTE	Traffic #: 2462051
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							10/11					
15	M 8p-10p		Dancing With the Stars-ABC	\$1,900.00	0	30	1		1	\$1,900.00	\$0.00	0.0
<i>Changes: Rate from 1800 to 1900</i>												
16	Su 11p-11:35p		ABC 22 News	\$230.00	0	30	1		1	\$230.00	\$0.00	0.0
<i>Changes: Rate from 200 to 230</i>												
17	Tu-F,M 11p-11:35p		ABC 22 News At Eleven	\$225.00	0	30	2		2	\$450.00	\$0.00	0.0
<i>Changes: Rate from 300 to 225</i>												
18	Tu-F,M 11:35p-12:36a		Jimmy Kimmel	\$125.00	0	30	3		3	\$375.00	\$0.00	0.0
<i>Changes: Rate from 155 to 125</i>												
19	Su 8a-9a		Good Morning America Sunday	\$125.00	0	30	1		1	\$125.00	\$0.00	0.0
<i>Changes: Rate from 115 to 125</i>												
TOTALS: 38									38	\$10,485.00	\$0.00	0.0



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650 Massachusetts Avenue, NW	Product: TV	Office: PHILADELPHIA	Total CPP: \$0.00
Washington, DC 20001	Agency Order #: 4923741	Primary Demo: Adults 35+	Total GRP:
	Buyer: Welsh, Kathryn	Con Type: POLITICAL/VOTE	Traffic #: 2462051
	Salesperson: FRAN BROWN	Assistant: FRAN BROWN	Separation:
	215-563-5400	215-563-5400	

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/06/16 4:35 PM	FRAN BROWN	Separation: 30
		lines 1,2,4,8-10,12-19 NA d/t incorrect rate, pls offer:
		5x w/o 10/11 7-9a GMA @ \$200
		4x w/o 10/11 5-6a news @ \$90
		3x w/o 10/11 11a-12n view @ \$125
		3x w/o 10/11 4-5p steve Harvey @ \$110
		1x 10/16 6-630p news @ \$200
		3x w/o 10/11 7-730p family feud @ \$525
		3x w/o 10/11 730-8p family feud @ \$650
		1x 10/17 8-10p DWTS @ \$1900
		3x w/o 10/11 1135p-1235a kimmel @ \$90
		2x w/o 10/11 11-1130p news @ \$160
		1x w/o 10/11 9-10a Celeb name game @ \$80
		2x w/o 10/11 10-11a millionaire @ \$100
08/24/16 2:27 PM	jill mudryk	
04/06/16 2:13 PM	FRAN BROWN	Separation: 30

Competitive Information	
Market Budget:	\$104,850
WKEF Share:	10%
Comment:	
WBDT:	3%
WDTN:	20%
WHIO:	62%
WRGT:	5%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	38	\$10,485.00	N/A	0.0
Total	100%	38	\$10,485.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	38	\$10,485.00
Total	38	\$10,485.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/6/16 4:35 PM	FRAN BROWN	Revised		10	\$-40.00	\$10,485.00	Changes: Calculated Dollars from \$10,525.00 to \$10,485.00, Competitive Market Budget from \$105,250 to \$104,850, Total \$ from \$10,525.00 to \$10,485.00, Total Spots from 48 to 38, User Entered \$ from \$0.00 to \$10,485.00, Demo Meta to [R16]. 18 buylines added or modified.
Makegood 1	8/24/16 2:27 PM	jill mudryk	Sent_To_Rep			\$0	\$10,525.00	
Queued for Electronic Contracting	4/6/16 2:23 PM					\$0	\$0	
New	4/6/16 2:10 PM	FRAN BROWN	Confirmed	48		\$10,525.00	\$10,525.00	

Non-Discrimination PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' Page 3 of 4



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Policy	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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