

3686959



125 West 55th St
New York, NY 10019

| | | |
|---|--|---|
| Contract # 27896241 | Changes as of: 9/14/2022 at 12:41 PM | Version: Current State Version 1 |
| CPE: 319/941/2996 | Flight: 10/25/22 - 10/31/22 | Station: WYTV |
| Agency: SRCP Media | Advertiser: DeWine Husted For Ohio 2022 | Market: Youngstown-Warren |
| 201 NORTH UNION ST SUITE 200 ALEXANDRIA VA 22314 | Product: Tu-Mon week | Office: WASHINGTON |
| Agency Order #: 11994971 | Service: Nielsen | Total Spots: 36 |
| Buyer: Noyes, Kathryn | Primary Demo: | Total CPP: \$0.00 |
| Salesperson: SHANNAN YALLOF 212-373-8131 | Assistant: SHANNAN YALLOF 212-373-8131 | Total GRP: |
| Separation: | | |

Comments: Separation: 30;PopulationBuyType: CPP

| # | Day/Time | DP | Program | Rate | Len | 10/25 - 10/25 | | Total Spots | Total \$ | CPP* | GRP* |
|--------------------|----------------------|----|---------------------------------|------------|-----|---------------|--|-------------|-------------------|---------------|------------|
| | | | | | | 10/25 | | | | | |
| 1 | Tu-F,M 6a-6:30a | | Daybreak 6AM | 3 \$125.00 | 30 | 5 | | 5 | \$625.00 | \$0.00 | 0.0 |
| 1237819 Index: 94 | | | | | | | | | | | |
| 2 | Tu-F,M 7a-8a | | Good Morning America | 1 \$125.00 | 30 | 5 | | 5 | \$625.00 | \$0.00 | 0.0 |
| 1237819 Index: 94 | | | | | | | | | | | |
| 3 | Tu-F,M 4p-5p | | Kelly Clarkson | 4 \$35.00 | 30 | 5 | | 5 | \$175.00 | \$0.00 | 0.0 |
| 1237819 Index: 92 | | | | | | | | | | | |
| 4 | Tu-F,M 5:30p-6p | | Jeopardy | 3 \$50.00 | 30 | 5 | | 5 | \$250.00 | \$0.00 | 0.0 |
| 1237819 Index: 95 | | | | | | | | | | | |
| 5 | Tu-F,M 6p-6:30p | | 33 News at 6PM | \$250.00 | 30 | 5 | | 5 | \$1,250.00 | \$0.00 | 0.0 |
| 1237819 Index: 99 | | | | | | | | | | | |
| 6 | Tu-F,M 11p-11:35p | | 33 News at 11PM | \$200.00 | 30 | 5 | | 5 | \$1,000.00 | \$0.00 | 0.0 |
| 1237819 Index: 95 | | | | | | | | | | | |
| 7 | F 8p-9p | | Shark Tank-ABC | \$350.00 | 30 | 1 | | 1 | \$350.00 | \$0.00 | 0.0 |
| 1237819 Index: 102 | | | | | | | | | | | |
| 8 | Sa 12n-3:30p | | ABC College Football Early Game | \$300.00 | 30 | 1 | | 1 | \$300.00 | \$0.00 | 0.0 |
| 1237819 Index: 98 | | | | | | | | | | | |
| 9 | Su 8a-9a | | Good Morning America Sunday | \$100.00 | 30 | 1 | | 1 | \$100.00 | \$0.00 | 0.0 |
| 1237819 Index: 98 | | | | | | | | | | | |
| 10 | Su 9a-10a | | This Week | \$100.00 | 30 | 1 | | 1 | \$100.00 | \$0.00 | 0.0 |
| 1237819 Index: 89 | | | | | | | | | | | |
| 11 | Su 6p-6:30p | | 33 News at 6PM | \$150.00 | 30 | 1 | | 1 | \$150.00 | \$0.00 | 0.0 |
| 1237819 Index: 98 | | | | | | | | | | | |
| 12 | Su 11p-11:35p | | 33 News at 11PM | \$150.00 | 30 | 1 | | 1 | \$150.00 | \$0.00 | 0.0 |
| 1237819 Index: 101 | | | | | | | | | | | |
| TOTALS: | | | | | | | | 36 | \$5,075.00 | \$0.00 | 0.0 |



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| Separation: | | |

| | |
|-----------------------------|--|
| Special Instructions | |
|-----------------------------|--|

| Order Level Comments | | |
|----------------------|----------------|---------------------------------------|
| Date/Time | Added by | Comment |
| 09/14/22 12:41 PM | SHANNAN YALLOF | Separation: 30;PopulationBuyType: CPP |

| Competitive Information | |
|-------------------------|----------|
| Market Budget: | \$32,550 |
| WYTV Share: | 10% |
| Comment: | |
| Unknown: | 90% |

| Daypart Summary | | | | | |
|-----------------|-------------|-----------|-------------------|------------|------------|
| Day/Time | % Distrib | Spots | Dollars | CPP | GRP |
| | 100% | 36 | \$5,075.00 | N/A | 0.0 |
| Total | 100% | 36 | \$5,075.00 | N/A | 0.0 |

| Monthly Summary | | |
|-----------------|-----------|-------------------|
| Month | Spots | Dollars |
| 2022-Oct | 36 | \$5,075.00 |
| Total | 36 | \$5,075.00 |

| Transaction History | | | | | | | | |
|---------------------|------------------|----------------|--------|-------|-------|------------|-------------|---------|
| Trans | Created/Received | Created by | Status | Spot+ | Spot- | \$ Chg | Contract \$ | Comment |
| New | 9/14/22 11:38 AM | SHANNAN YALLOF | New | 36 | | \$5,075.00 | \$5,075.00 | |

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| 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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