



125 West 55th St
New York, NY 10019

Contract # 26138295		Changes as of: 8/27/2018 at 1:47 PM		Version: Original Order	
CPE:		Flight: 8/29/18 - 9/7/18		Station: WVBT	
Agency: Southern Creative Resources, LLC P.O. Box 1567 Smithfield, NC 27577		Advertiser: Carolina Partnership For Reform, Inc		Market: Norfolk-Virginia Beach	
		Product: Political		Office: WASHINGTON	
		Agency Order #:		Service: Nielsen	
		Buyer: Southern Creative		Primary Demo: Adults 35+	
		Salesperson: BILL THOMAS 202-872-5880		Assistant: BILL THOMAS 202-872-5880	
		Separation:			
				Con Type: POLITICAL/VOTE	
				Total \$: \$22,300.00	
				Total Spots: 92	
				Total CPP: \$0.00	
				Total GRP:	

#	Day/Time	DP	Program	Rate	Len	8/29 - 9/7										Total Spots	Total \$	CPP*	GRP*
						8/29	8/30	8/31	9/1	9/2	9/3	9/4	9/5	9/6	9/7				
1	Sa 7:30p-11:30p		CFB Prime	\$500.00	30	0	0	0	2	0	0	0	0	0	0	2	\$1,000.00	\$0.00	0.0
2	Sa 4p-7:30p		College Football	\$300.00	30	0	0	0	4	0	0	0	0	0	0	4	\$1,200.00	\$0.00	0.0
3	Sa 8p-11:30p		College Football	\$500.00	30	0	0	0	2	0	0	0	0	0	0	2	\$1,000.00	\$0.00	0.0
4	M-F 7a-8a		News	\$140.00	30	2	2	2	0	0	2	2	2	2	2	16	\$2,240.00	\$0.00	0.0
5	M-F 8a-9a		News	\$125.00	30	2	2	2	0	0	2	2	2	2	2	16	\$2,000.00	\$0.00	0.0
6	M-F 10a-11a		Rachael Ray	\$40.00	30	2	2	2	0	0	2	2	2	2	2	16	\$640.00	\$0.00	0.0
7	M-F 7p-7:30p		News	\$150.00	30	2	2	2	0	0	2	2	2	2	2	16	\$2,400.00	\$0.00	0.0
8	M-Su 10p-10:45p		News	\$375.00	30	2	2	0	0	0	2	2	2	2	0	12	\$4,500.00	\$0.00	0.0
9	Su 9a-10a		News	\$60.00	30	0	0	0	0	2	0	0	0	0	0	2	\$120.00	\$0.00	0.0
10	W 8p-10p		Masterchef	\$1,200.00	30	3	0	0	0	0	0	0	3	0	0	6	\$7,200.00	\$0.00	0.0
TOTALS:						13	10	8	8	2	10	10	13	10	8	92	\$22,300.00	\$0.00	0.0



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	Buyer: Southern Creative	Primary Demo: Adults 35+	Total GRP:
	Salesperson: BILL THOMAS	Assistant: BILL THOMAS	
	202-872-5880	202-872-5880	
	Separation:		

Special Instructions

Competitive Information	
Market Budget:	\$171,538
WVBT Share:	13%
Comment:	
WAVY:	87%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	92	\$22,300.00	N/A	0.0
Total	100%	92	\$22,300.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2018-Sep	92	\$22,300.00
Total	92	\$22,300.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	8/27/18 1:49 PM					\$0	\$0	
New	8/27/18 1:47 PM	CHRISTOPHER LYNCH	New	92		\$22,300.00	\$22,300.00	

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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