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Contract # 25141900 Changes as of: 4/7/2016 at 12:55 PM Version: Original Order

CPE: Agency: DUDLEY MEDIA Flight: 4/12/16 - 4/18/16 Station: WPGH Total \$: \$2,000.00

Advertiser: STEPHEN ZAPPALA FOR PA ATTY GEN Market: Pittsburgh Total Spots: 5

Product: Zappala for PA AG Office: WASHINGTON Total CPP: \$0.00

DUDLEY MEDIA 919 CATHARINE ST PHILADELPHIA PA 19147

Agency Order #: Buyer: BOB DUDLEY Primary Demo: Adults 35+ Total GRP: 0

Salesperson: TREVOR HEATON 202-955-5342 Con Type: POLITICAL/VOTE

Assistant: TREVOR HEATON 202-955-5342 Separation: Sep:15

#	Day/Time	DP	Program	Rate	A35P Rating	Len	4/12 - 4/18							Total Spots	Total \$	CPP	GRP
							4/12	4/13	4/14	4/15	4/16	4/17	4/18				
1	M-F 10p-11p		News	\$400.00	0.0	30	1	1	1	1	0	0	1	5	\$2,000.00	\$0.00	0.0
TOTALS:							1	1	1	1	0	0	1	5	\$2,000.00	\$0.00	0.0



COMPLETED



Contract # 25141900	Changes as of: 4/7/2016 at 12:55 PM	Version: Original Order	
CPE:	Flight: 4/12/16 - 4/18/16	Station: WPGH	Total \$: \$2,000.00
Agency: DUDLEY MEDIA	Advertiser: STEPHEN ZAPPALA FOR PA ATTY GEN	Market: Pittsburgh	Total Spots: 5
DUDLEY MEDIA 919 CATHARINE ST PHILADELPHIA PA 19147	Product: Zappala for PA AG	Office: WASHINGTON	Total CPP: \$0.00
Agency Order #:	Buyer: BOB DUDLEY	Primary Demo: Adults 35+	Total GRP: 0
Salesperson: TREVOR HEATON 202-955-5342	Assistant: TREVOR HEATON 202-955-5342	Con Type: POLITICAL/VOTE	Separation: Sep:15

Hit Listed Programs	
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Competitive Information	
Market Budget:	\$66,667
WPGH Share:	3%
Comment:	
KDKA:	28%
WPXI:	34%
WTAE:	35%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	5	\$2,000.00	N/A	0.0
Total	100%	5	\$2,000.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Apr	5	\$2,000.00
Total	5	\$2,000.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	4/7/16 12:55 PM	BRADLEY PHILIPPS	New	5		\$2,000.00	\$2,000.00	

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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WPGH Pittsburgh
750 Ivory Ave
Pittsburgh, PA 15214

Contract # 2463440

Schedule Dates 04/12/16-04/18/16
Advertiser Zappala for PA Attorney General-D (109267)
Agency Dudley Media (7265)
Product POLITICAL CANDIDATE (ns) (1186)
Brand ZAPPALA FOR PA AG (821157)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name DUDLEY,BOB
Phone/Fax /
CPE N/A
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Zappala for PA AG
 Separation: Min minutes between spots: 15.
 trevor heaton

Date Entered 04/07/16
Last Modified 04/12/16
Entered By Jason Baumgarten
CO-OP No
Headline # ECR25141900
Demo A35+
Order Type Normal
Package Deal
Commission % 15.00
Commission \$600.00
Net Total \$3,400.00
Sales Tax

Pittsburgh (WPGH)

By Broadcast Month	Spots	Rate
Apr. 2016	5	\$4,000.00
Grand Total:	5	\$4,000.00

Dudley Media
919 Catharine St
Philadelphia, PA 19147

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	04/12/16-04/12/16	2	:30	10P- 11P (EST)			1						1	\$800.00	\$800.00	Pittsburgh (WPGH)		4/12/16
2.0	Normal Line / News (1)	04/13/16-04/13/16	2	:30	10P- 11P (EST)				1					1	\$800.00	\$800.00	Pittsburgh (WPGH)		4/12/16
3.0	Normal Line / News (1)	04/14/16-04/14/16	2	:30	10P- 11P (EST)					1				1	\$800.00	\$800.00	Pittsburgh (WPGH)		4/12/16
4.0	Normal Line / News (1)	04/15/16-04/15/16	2	:30	10P- 11P (EST)						1			1	\$800.00	\$800.00	Pittsburgh (WPGH)		4/12/16
5.0	Normal Line / News (1)	04/18/16-04/18/16	2	:30	10P- 11P (EST)		1							1	\$800.00	\$800.00	Pittsburgh (WPGH)		4/12/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		<i>Catalina R</i>	4-13	

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.