



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 Advertiser: STEPHEN ZAPPALA FOR PA ATTY GEN Station: WPGH Market: Pittsburgh Total \$: \$2,000.00  
 Product: Zappala for PA AG Office: WASHINGTON Total Spots: 5  
 DUDLEY MEDIA 919 CATHARINE ST PHILADELPHIA PA 19147 Total CPP: \$0.00

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



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

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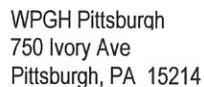
Competitive Information	
<b>Market Budget:</b>	\$66,667
<b>WPGH Share:</b>	3%
<b>Comment:</b>	
<b>KDKA:</b>	28%
<b>WPXI:</b>	34%
<b>WTAE:</b>	35%

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

Monthly Summary		
Month	Spots	Dollars
2016-Apr	5	\$2,000.00
<b>Total</b>	<b>5</b>	<b>\$2,000.00</b>

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	

<b>Non-Discrimination Policy</b>	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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Dudley Media  
919 Catharine St  
Philadelphia, PA 19147

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

<u>By Broadcast Month</u>	<u>Spots</u>	<u>Rate</u>
Apr. 2016	5	\$4,000.00
<b>Grand Total:</b>	<b>5</b>	<b>\$4,000.00</b>

## CONFIRMATION CONTRACT

Comments:

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.