

COMPLETED
7/22/16

#907977



125 West 55th St
New York, NY 10019

Contract # 25249680 Changes as of: 7/20/2016 at 12:44 PM Version: Original Order
 CPE: REENY/ORDR/C25C31 Flight: 10/25/16 - 10/31/16 Station: WNLO
 Agency: Smart Media Group Advertiser: REED, TOM Market: Buffalo-Niagara Falls
 1427 LESLIE AVE Product: ORDER Office: WASHINGTON
 SUITE #102 Agency Order #: 30046729 Primary Demo: Adults 35+
 ALEXANDRIA, VA Buyer: Dome, Patricia Con Type: POLITICAL/VOTE
 22301
 Salesperson: JENNA NUBAR Assistant: ANJELICA DAVI
 202-872-5880 212-408-3261
 Comments: REED FOR CONGRESS NY-23 CONFIRM RECEIPT Payment & NAB will be sent prior to start CONFIRM RECEIPT

Total \$: \$430.00
 Total Spots: 11
 Total CPP: \$24.16
 Total GRP: 17.8

Separation:

#	Day/Time	DP	Program	A35P Rating	Rate	Len	10/25 - 10/31							Total Spots	Total \$	CPP	GRP
							10/25	10/26	10/27	10/28	10/29	10/30	10/31				
1	M-F 7a-9a		WAKE UP	1.2	\$20.00	30	1	1	1	1	0	0	1	5	\$100.00	\$16.67	6.0
2	Sa 10:30p-11:30p		THE GOOD WIFE	1.0	\$15.00	30	0	0	0	0	1	0	0	1	\$15.00	\$15.00	1.0
3	Sa 11:30p-12:30a		THEGOOD WIFE	0.8	\$15.00	30	0	0	0	0	1	0	0	1	\$15.00	\$18.75	0.8
4	M-F 10p-11p		NEWS 4 @10	2.2	\$50.00	30	0	1	0	1	0	0	0	2	\$100.00	\$22.73	4.4
5	Sa 10p-10:30p		NEWS 4 @10	2.7	\$100.00	30	0	0	0	0	1	0	0	1	\$100.00	\$37.04	2.7
6	Su 10p-10:30p		NEWS 4 @10	2.9	\$100.00	30	0	0	0	0	0	1	0	1	\$100.00	\$34.48	2.9
TOTALS:							1	2	1	2	3	1	1	11	\$430.00	\$24.16	17.8



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Competitive Information			
Market Budget:	\$48,000		
WNLO Share:	1%		
Comment:			
WGRZ:	34%		

Daypart Summary			
Day/Time	% Distrib	Spots	Dollars
	100%	11	\$430.00
Total	100%	11	\$430.00

Monthly Summary			
Month	Spots	Dollars	
2016-Oct	10	\$410.00	
2016-Nov	1	\$20.00	
Total	11	\$430.00	

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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