



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 26110229

Changes as of: 7/19/2018 at 8:41 AM

Version: Original Order

CPE: 644/1193/9665

Flight: 10/22/18 - 11/6/18

Station: WALA

Con Type: POLITICAL/VOTE

Agency: NATIONAL MEDIA
RESEARCH
PLANNING

Advertiser: Voters In Charge

Market: Mobile

Total \$: \$74,305.00

815 SLATERS LANE
ALEXANDRIA, VA
22314

Product: Voters In Charge
Agency Order #: 7549829

Office: PHILADELPHIA
Service: Nielsen

Total Spots: 113
Total CPP: \$260.32

Buyer: MediaAssistant,
NMRPP

Primary Demo: Adults 35+

Total GRP: 285.4

Salesperson: SHEPARD RITZEN
215-567-7950

Assistant: SHEPARD RITZEN
215-567-7950

Traffic #: 893929

Separation:

Comments: 11/6, 3pm cut off. Separation: 30

#	Day/Time	DP	Program	Rate	Len	10/22 - 11/5			Total Spots	Total \$	CPP*	GRP*
						10/22	10/29	11/5				
1	M-F 7a-7:30a		Fox 10 News @ 7A	\$700.00	30	5	5	1	11	\$7,700.00	\$258.30	29.8
2	M-F 7:30a-8a		Fox 10 News @ 7A	\$700.00	30	5	5	1	11	\$7,700.00	\$258.30	29.8
3	M-F 8a-8:30a		Fox 10 News @ 8A	\$600.00	30	5	5	1	11	\$6,600.00	\$248.96	26.5
4	Sa 7a-7:30a		Fox 10 News Weekend Saturday 7A	\$200.00	30	1	1	0	2	\$400.00	\$126.58	3.2
5	Sa 7:30a-8a		Fox 10 News Weekend Saturday 7A	\$200.00	30	1	1	0	2	\$400.00	\$125.00	3.2
6	M-F 2p-3p		The Doctors	\$175.00	30	5	5	1	11	\$1,925.00	\$108.70	17.7
7	M-F 3p-4p		Dr. Phil	\$300.00	30	5	5	1	11	\$3,300.00	\$120.97	27.3
8	M-F 6p-6:30p		Jeopardy	\$1,200.00	30	5	5	1	11	\$13,200.00	\$302.27	43.7
9	M-F 6:30p-7p		Wheel of Fortune	\$1,250.00	30	5	5	1	11	\$13,750.00	\$294.12	46.8
10	M-F 10p-10:30p		Fox 10 News @ 10P	\$800.00	30	5	5	1	11	\$8,800.00	\$457.14	19.3
11	Su 9p-9:30p		Fox 10 News @ 9P	\$900.00	30	1	1	0	2	\$1,800.00	\$306.12	5.9
12	Su 9:30p-10p		Fox 10 News @ 930P	\$800.00	30	1	1	0	2	\$1,600.00	\$338.98	4.7
13	M-F 10:30p-11p		Blackish	\$180.00	30	5	5	1	11	\$1,980.00	\$185.57	10.7
14	Su 11p-12m		How I Met Your Mother	\$75.00	30	1	1	0	2	\$150.00	\$375.00	0.4
15	Th 6:30p-7:20p		Thursday Night Football Pre-Game	\$2,000.00	30	1	1	0	2	\$4,000.00	\$343.64	11.6
16	Su 10:30p-11:30p		NFL Sunday Late Night Wrap-Up Show	\$500.00	30	1	1	0	2	\$1,000.00	\$200.80	5.0
TOTALS:						52	52	9	113	\$74,305.00	\$260.32	285.4



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CPE: 644/1193/9665	Flight: 10/22/18 - 11/6/18	Station: WALA	Con Type: POLITICAL/VOTE
Agency: NATIONAL MEDIA RESEARCH PLANNING	Advertiser: Voters In Charge	Market: Mobile	Total \$: \$74,305.00
815 SLATERS LANE	Product: Voters In Charge	Office: PHILADELPHIA	Total Spots: 113
ALEXANDRIA, VA 22314	Agency Order #: 7549829	Service: Nielsen	Total CPP: \$260.32
	Buyer: MediaAssistant, NMRPP	Primary Demo: Adults 35+	Total GRP: 285.4
	Salesperson: SHEPARD RITZEN 215-567-7950	Assistant: SHEPARD RITZEN 215-567-7950	Traffic #: 893929
	Separation:		

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
08/16/18 4:08 PM	SHEPARD RITZEN	revised to keep rates as they were bought, and apply alt MKGDS to keep overall \$ the same.
07/23/18 6:34 PM	Michael Strickler	Rework programming and rates - thx
07/23/18 4:39 PM	System	Notice Received.
07/19/18 8:43 AM	SHEPARD RITZEN	11/6, 3pm cut off. Separation: 30

Competitive Information	
Market Budget:	\$340,833
WALA Share:	18%
Comment:	est share: FL focused
Unknown:	82%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	113	\$74,305.00	\$260.32	285.4
Total	100%	113	\$74,305.00	\$260.32	285.4

Monthly Summary		
Month	Spots	Dollars
2018-Oct	52	\$34,200.00
2018-Nov	61	\$40,105.00
Total	113	\$74,305.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 1	7/23/18 6:34 PM	SHEPARD RITZEN	Confirmed	45	45	\$0	\$74,305.00	Changes: Total CPP from \$260.32 to \$260.33, Total GIMPs from 0 to 285, Total CPM from \$0.00 to \$260,326.52. 18 buylines added or modified.
Queued for Electronic Contracting	7/19/18 9:18 AM					\$0	\$0	
New	7/19/18 8:41 AM	SHEPARD RITZEN	Confirmed	113		\$74,305.00	\$74,305.00	

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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125 West 55th St
New York, NY 10019

Contract # 26110229	Changes as of: 7/23/2018 at 6:34 PM	Version: Highlighting Makegood 1	Status: Confirmed
CPE: 644/1193/9665	Flight: 10/22/18 - 11/6/18	Station: WALA	Con Type: POLITICAL/VOTE
Agency: NATIONAL MEDIA RESEARCH PLANNING	Advertiser: Voters In Charge	Market: Mobile	Total \$: \$74,305.00
815 SLATERS LANE	Product: Voters In Charge	Office: PHILADELPHIA	Total Spots: 113
ALEXANDRIA, VA 22314	Agency Order #: 7549829	Service: Nielsen	Total CPP: \$260.33
	Buyer: MediaAssistant, NMRPP	Primary Demo: Adults 35+	Total GRP: 285.4
	Salesperson: SHEPARD RITZEN 215-567-7950	Assistant: SHEPARD RITZEN 215-567-7950	Traffic #: 893929

Separation:

Comments: 11/6, 3pm cut off. Separation: 30

#	Day/Time	DP	Program	Rate	Len	10/22 - 11/5			Total Spots	Total \$	CPP*	GRP*
						10/22	10/29	11/5				
MSD 6	M-F 2p-3p		The Doctors	\$175.00	30	5	0	1	0	0	\$0.00	0.0
MSD 9	M-F 6:30p-7p		Wheel of Fortune	\$1,250.00	30	5	0	1	0	1	\$1,250.00	4.3
MSD 10	M-F 10p-10:30p		Fox 10 News @ 10P	\$800.00	30	5	0	1	0	1	\$800.00	1.8
MSD 11	Su 9p-9:30p		Fox 10 News @ 9P	\$900.00	30	1	0	0	0	1	\$900.00	2.9
MSD 12	Su 9:30p-10p		Fox 10 News @ 930P	\$800.00	30	1	0	0	0	1	\$800.00	2.4
MSD 13	M-F 10:30p-11p		Blackish	\$180.00	30	5	0	1	0	1	\$180.00	1.0
MSD 14	Su 11p-12m		How I Met Your Mother	\$75.00	30	1	0	0	0	0	\$0.00	0.0
MGD 19	M-F 2p-3p		People's Court	\$175.00	30	5	5	1	0	11	\$1,925.00	17.6
MGD 20	M 6:30p-7p		Wheel of Fortune	\$1,250.00	30	1	0	0	0	1	\$1,250.00	4.3
MGD 21	M-W,F 6:30p-7p		Wheel of Fortune	\$1,250.00	30	0	4	0	0	4	\$5,000.00	17.2
MGD 22	M-W,F 10p-10:30p		Fox 10 News @ 10P	\$800.00	30	4	4	0	0	8	\$6,400.00	14.4
MGD 23	Th 10:30p-11p		Fox 10 News @ 10:30P	\$800.00	30	1	1	0	0	2	\$1,600.00	3.6
MGD 24	Su 10p-10:30p		Fox 10 News @ 10P	\$850.00	30	2	0	0	0	2	\$1,700.00	4.8
MGD 25	M-W,F 10:30p-11p		Blackish	\$180.00	30	4	4	0	0	8	\$1,440.00	8.0
MGD 26	M-F 11p-11:30p		Blackish	\$90.00	30	2	2	0	0	4	\$360.00	4.0
MGD 27	Su 11:30p-12m		How I Met Your Mother	\$75.00	30	1	1	0	0	2	\$150.00	0.4
MGD 30	Tu-W,F 6:30p-7p		World Series Pre-Game	\$3,000.00	30	2	0	0	0	2	\$6,000.00	16.0
MGD 31	Su 7a-8a		News	\$250.00	30	0	1	0	0	1	\$250.00	2.8
TOTALS:						51	53	9	113	\$74,305.00	\$260.33	285.4



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Monthly Summary		
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2018-Nov	62	\$39,105.00
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Order / Rev: 893929
 Alt Order #: 26110229
 Flight Dates: 10/22/18 - 11/09/18

Advertiser: Voters In Charge
 Product Desc: Voters In Charge
 Estimate: 9665

WALA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/18	11/04/18	MTW-F--	4	\$800.00	1.80								
N20	WALA	10/22/18	11/02/18	M-F 1030p-11p	CM	M-F 1030p-11p	---T---	:30	1	\$800.00	FNP	1.80	NM	2	\$1,600.00
COMMENTS APPLY TO SUB LINES A THRU B Fox 10 News @ 10p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/18	10/28/18	---T---	1	\$800.00	1.80								
		Week: 10/29/18	11/04/18	---T---	1	\$800.00	1.80								
N21	WALA	10/28/18	10/28/18	Late News Special	CM	Late News Special (10:00 PM-10:30 PM)	-----S	:30	2	\$850.00	FNP	2.40	NM	2	\$1,700.00
COMMENTS APPLY TO SUB LINES A THRU A Fox 10 News @ 9p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/18	10/28/18	-----S	2	\$850.00	2.40								
N22	WALA	10/22/18	11/02/18	M-F 1030-11p	CM	1030p-1100p	MTW-F--	:30	4	\$180.00	FNP	1.00	NM	8	\$1,440.00
COMMENTS APPLY TO SUB LINES A THRU A Fox 10 News @ 9p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/18	10/28/18	MTW-F--	4	\$180.00	1.00								
		Week: 10/29/18	11/04/18	MTW-F--	4	\$180.00	1.00								
N23	WALA	10/22/18	11/02/18	M-F 11p-1130p	CM	11p-1130p	MTWTF--	:30	2	\$90.00	FNP	0.20	NM	4	\$360.00
COMMENTS APPLY TO SUB LINES A THRU A Fox 10 News @ 9p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/18	10/28/18	MTWTF--	2	\$90.00	0.20								
		Week: 10/29/18	11/04/18	MTWTF--	2	\$90.00	0.20								
N24	WALA	10/23/18	10/26/18	MLB World Series Pre-Game	MLB World Series Pre-Game (6:30 PM-7:00 PM)	MLB World Series -TW-F--	-----S	:30	2	\$3,000.00	FNP	8.00	NM	2	\$6,000.00
COMMENTS APPLY TO SUB LINES A THRU A Fox 10 News @ 9p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/18	10/28/18	-TW-F--	2	\$3,000.00	8.00								
N25	WALA	11/04/18	11/04/18	Sun FOX 10 News 7-8a	Sun FOX 10 News 7-8a	Sun 7-8a	-----S	:30	1	\$250.00	FNP	2.80	NM	1	\$250.00
COMMENTS APPLY TO SUB LINES A THRU A Fox 10 News @ 9p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/29/18	11/04/18	-----S	1	\$250.00	2.80								

Totals 113 \$74,305.00