



WKRC  
1906 Highland Ave  
Cincinnati, OH 45219

Mentzer Media Services  
210 W Pennsylvania  
Suite 250  
Towson, MD 21204

## Contract # 2996979

**Schedule Dates** 08/16/17-08/22/17  
**Advertiser** Ohioans Against the Deceptive RX Ballot (117194)  
**Agency** Mentzer Media Services (1381)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** 377/458/4874 (953136)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Ally,Rambo,  
**Phone/Fax** /  
**CPE** 377/458/4874  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Standard  
**Comments** FPHRM ALEXANDRA BRADLEY  
Separation: 30

**Date Entered** 08/14/17  
**Last Modified** 08/15/17  
**Entered By** Briana Tomlinson  
**CO-OP** No  
**Headline #** ECR25694797  
**Demo** A18+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$8,865.00  
**Net Total** \$50,235.00  
**Sales Tax**

## Cincinnati (WKRC)

By Broadcast Month	Spots	Rate
Aug. 2017	84	\$59,100.00
<b>Grand Total:</b>	<b>84</b>	<b>\$59,100.00</b>

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 / SPOT (2/4.4)	08/19/17-08/19/17	2	:30	7:30A- News-Good Morning Cincinnati Saturday							1		1	\$150.00	\$150.00	Cincinnati (WKRC)	GD MRN-SA-7AM	8/14/17
2.0	Normal Line / SPOT (3/4.6)	08/19/17-08/19/17	2	:30	8A- News-Good Morning Cincinnati Saturday							1		1	\$200.00	\$200.00	Cincinnati (WKRC)	CBS THS MRN:SA	8/14/17
3.0	Normal Line / SPOT (4/4.9)	08/16/17-08/18/17	2	:30	7A- CBS This Morning				1	1	1			3	\$350.00	\$1,050.00	Cincinnati (WKRC)	CBS THS MRN	8/14/17
4.0	Normal Line / SPOT (4/4.9)	08/21/17-08/22/17	2	:30	7A- CBS This Morning		1	1						2	\$350.00	\$700.00	Cincinnati (WKRC)	CBS THS MRN	8/14/17
5.0	Normal Line / SPOT (5/6.7)	08/16/17-08/18/17	2	:30	5P- News-Local 12 News at 5p				1	1	1			3	\$500.00	\$1,500.00	Cincinnati (WKRC)	LOCAL 12 NEWS @ 5	8/14/17
6.0	Normal Line / SPOT (5/6.7)	08/21/17-08/22/17	2	:30	5P- News-Local 12 News at 5p		1	1						2	\$500.00	\$1,000.00	Cincinnati (WKRC)	LOCAL 12 NEWS @ 5	8/14/17
7.0	Normal Line / SPOT (6/1.9)	08/16/17-08/18/17	2	:30	12:30A- CBS-The Late, Late Show				1	1	1			3	\$150.00	\$450.00	Cincinnati (WKRC)	LATE, LATE SHOW	8/14/17
8.0	Normal Line / SPOT (6/1.9)	08/21/17-08/21/17	2	:30	12:30A- CBS-The Late, Late Show		1							1	\$150.00	\$150.00	Cincinnati (WKRC)	LATE, LATE SHOW	8/14/17
9.0	Normal Line / SPOT (7/6.6)	08/17/17-08/18/17	2	:30	5:30P- News-Local 12 News at 5p					1	1			2	\$525.00	\$1,050.00	Cincinnati (WKRC)	LOCAL 12 NEWS @ 530	8/14/17
10.0	Normal Line / SPOT (7/6.6)	08/21/17-08/22/17	2	:30	5:30P- News-Local 12 News at 5p		1	1						2	\$525.00	\$1,050.00	Cincinnati (WKRC)	LOCAL 12 NEWS @ 530	8/14/17

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**Brand** 377/458/4874 (953136)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Ally,Rambo,  
**Phone/Fax** /  
**CPE** 377/458/4874  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Standard  
**Comments** FPHRM ALEXANDRA BRADLEY  
Separation: 30

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11.0	Normal Line / SPOT (8/3.7)	08/16/17-08/18/17	2	:30	5:30A- News-Local 12 News Good Morning Cincinnati at 5a				1	1	1			3	\$300.00	\$900.00	Cincinnati (WKRC)	LOCAL 12 NEWS @ 530	8/14/17
12.0	Normal Line / SPOT (8/3.7)	08/21/17-08/22/17	2	:30	5:30A- News-Local 12 News Good Morning Cincinnati at 5a		1	1						2	\$300.00	\$600.00	Cincinnati (WKRC)	LOCAL 12 NEWS @ 530	8/14/17
13.0	Normal Line / SPOT (9/4.9)	08/17/17-08/18/17	2	:30	12P- News-Local 12 News at Noon					1	1			2	\$400.00	\$800.00	Cincinnati (WKRC)	LOCAL 12 NEWS @ NN	8/14/17
14.0	Normal Line / SPOT (9/4.9)	08/22/17-08/22/17	2	:30	12P- News-Local 12 News at Noon			1						1	\$400.00	\$400.00	Cincinnati (WKRC)	LOCAL 12 NEWS @ NN	8/14/17
15.0	Normal Line / SPOT (10/6.2)	08/16/17-08/16/17	2	:30	4:30P- News-Local 12 News at 4p				1					1	\$525.00	\$525.00	Cincinnati (WKRC)	LOCAL 12 NEWS @ 4	8/14/17
16.0	Normal Line / SPOT (10/6.2)	08/18/17-08/18/17	2	:30	4:30P- News-Local 12 News at 4p							1		1	\$525.00	\$525.00	Cincinnati (WKRC)	LOCAL 12 NEWS @ 4	8/14/17
17.0	Normal Line / SPOT (10/6.2)	08/21/17-08/22/17	2	:30	4:30P- News-Local 12 News at 4p		1	1						2	\$525.00	\$1,050.00	Cincinnati (WKRC)	LOCAL 12 NEWS @ 4	8/14/17
18.0	Normal Line / SPOT (11/4.0)	08/16/17-08/17/17	2	:30	7:30A- CBS This Morning				1	1				2	\$350.00	\$700.00	Cincinnati (WKRC)	the arly show	8/14/17
19.0	Normal Line / SPOT (11/4.0)	08/21/17-08/22/17	2	:30	7:30A- CBS This Morning		1	1						2	\$350.00	\$700.00	Cincinnati (WKRC)	the early show	8/14/17

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20.0	Normal Line / SPOT (12/3.4)	08/19/17-08/19/17	2	:30	11:30P- Inside Edition Wknd							1		1	\$300.00	\$300.00	Cincinnati (WKRC)	inside edition	8/14/17
21.0	Normal Line / SPOT (13/5.7)	08/16/17-08/17/17	2	:30	7:15P- Entertainment Tonight				1	1				2	\$500.00	\$1,000.00	Cincinnati (WKRC)	ent tonight	8/14/17
22.0	Normal Line / SPOT (13/5.7)	08/21/17-08/22/17	2	:30	7:15P- Entertainment Tonight		1	1						2	\$500.00	\$1,000.00	Cincinnati (WKRC)	ent tonight	8/14/17
23.0	Normal Line / SPOT (14/2.8)	08/16/17-08/16/17	2	:30	5A- News-Local 12 News Good Morning Cincinnati at 5a				1					1	\$250.00	\$250.00	Cincinnati (WKRC)	early news	8/14/17
24.0	Normal Line / SPOT (14/2.8)	08/18/17-08/18/17	2	:30	5A- News-Local 12 News Good Morning Cincinnati at 5a						1			1	\$250.00	\$250.00	Cincinnati (WKRC)	early news	8/14/17
25.0	Normal Line / SPOT (14/2.8)	08/21/17-08/22/17	2	:30	5A- News-Local 12 News Good Morning Cincinnati at 5a		1	1						2	\$250.00	\$500.00	Cincinnati (WKRC)	early news	8/14/17
26.0	Normal Line / SPOT (15/5.3)	08/16/17-08/18/17	2	:30	7P- Inside Edition				1	1	1			3	\$500.00	\$1,500.00	Cincinnati (WKRC)	inside edition	8/14/17
27.0	Normal Line / SPOT (15/5.3)	08/22/17-08/22/17	2	:30	7P- Inside Edition			1						1	\$500.00	\$500.00	Cincinnati (WKRC)	inside edition	8/14/17
28.0	Normal Line / SPOT (16/5.2)	08/17/17-08/18/17	2	:30	4P- News-Local 12 News at 4p					1	1			2	\$500.00	\$1,000.00	Cincinnati (WKRC)	local 12 news @ 4p	8/14/17

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29.0	Normal Line / SPOT (16/5.2)	08/21/17-08/22/17	2	:30	4P- News-Local 12 News at 4p		1	1						2	\$500.00	\$1,000.00	Cincinnati (WKRC)	local 12 news @ 4p	8/14/17
30.0	Normal Line / SPOT (17/3.1)	08/16/17-08/16/17	2	:30	11:30P- CBS-The Late Show With Stephen Colbert				1					1	\$300.00	\$300.00	Cincinnati (WKRC)	late show colbert	8/14/17
31.0	Normal Line / SPOT (17/3.1)	08/18/17-08/18/17	2	:30	11:30P- CBS-The Late Show With Stephen Colbert						1			1	\$300.00	\$300.00	Cincinnati (WKRC)	late show colbert	8/14/17
32.0	Normal Line / SPOT (17/3.1)	08/22/17-08/22/17	2	:30	11:30P- CBS-The Late Show With Stephen Colbert			1						1	\$300.00	\$300.00	Cincinnati (WKRC)	late show colbert	8/14/17
33.0	Normal Line / News (18/7.1)	08/16/17-08/18/17	2	:30	6P- News-Local 12 News at 6p				1	1	1			3	\$700.00	\$2,100.00	Cincinnati (WKRC)	local 12 news @ 6p	8/14/17
34.0	Normal Line / News (18/7.1)	08/21/17-08/22/17	2	:30	6P- News-Local 12 News at 6p		1	1						2	\$700.00	\$1,400.00	Cincinnati (WKRC)	local 12 news @ 6p	8/14/17
35.0	Normal Line / News (19/5.5)	08/17/17-08/18/17	2	:30	6:30A- News-Local 12 News Good Morning Cincinnati at 6a					1	1			2	\$600.00	\$1,200.00	Cincinnati (WKRC)	morning news	8/14/17
36.0	Normal Line / News (19/5.5)	08/21/17-08/21/17	2	:30	6:30A- News-Local 12 News Good Morning Cincinnati at 6a		1							1	\$600.00	\$600.00	Cincinnati (WKRC)	morning news	8/14/17

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37.0	Normal Line / SPOT (20/5.8)	08/16/17-08/18/17	2	:30	11P- News-Local 12 News at 11p				1	1	1			3	\$900.00	\$2,700.00	Cincinnati (WKRC)	local 12 news @ 11p	8/14/17
38.0	Normal Line / SPOT (20/5.8)	08/21/17-08/21/17	2	:30	11P- News-Local 12 News at 11p		1							1	\$900.00	\$900.00	Cincinnati (WKRC)	local 12 news @ 11p	8/14/17
39.0	Normal Line / SPOT (21/5.5)	08/20/17-08/20/17	2	:30	11P- News-Local 12 News at 11p								1	1	\$900.00	\$900.00	Cincinnati (WKRC)	local 12 news @ 11p	8/14/17
40.0	Normal Line / SPOT (22/5.4)	08/19/17-08/19/17	2	:30	11P- News-Local 12 News at 11p							1		1	\$900.00	\$900.00	Cincinnati (WKRC)	local 12 news @ 11p	8/14/17
41.0	Normal Line / Prime (24/7.3)	08/18/17-08/18/17	2	:30	9P- CBS-Hawaii Five-O (Friday)						1			1	\$1,500.00	\$1,500.00	Cincinnati (WKRC)	hawaii five-o	8/14/17
42.0	Normal Line / Prime (25/9.9)	08/17/17-08/17/17	2	:30	Orbit- [P]CBS-The Big Bang Theory (Thurs(Th), [P]CBS-Kevin Can Wait (Thursday)(Th)				1					1	\$2,500.00	\$2,500.00	Cincinnati (WKRC)	big bang/ kevin can wait	8/14/17
43.0	Normal Line / Prime (26/5.8)	08/18/17-08/18/17	2	:30	10P- CBS-Blue Bloods (Friday)						1			1	\$1,500.00	\$1,500.00	Cincinnati (WKRC)	blue bloods	8/14/17
44.0	Normal Line / Prime (27/7.5)	08/20/17-08/20/17	2	:30	6:58:26P- CBS-60 Minutes (Sunday)								1	1	\$2,250.00	\$2,250.00	Cincinnati (WKRC)	60 minutes	8/14/17

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45.0	Normal Line / Prime (28/5.3)	08/21/17-08/21/17	2	:30	Orbit- [P]CBS-Kevin Can Wait (Monday)(Mo), [P]CBS-Superior Donuts (Monday)(Mo)		1							1	\$2,000.00	\$2,000.00	Cincinnati (WKRC)	kevin can wait/superior donuts	8/14/17
46.0	Normal Line / Prime (29/5.3)	08/22/17-08/22/17	2	:30	7:57-26P- CBS-NCIS (Tuesday)			1						1	\$2,000.00	\$2,000.00	Cincinnati (WKRC)	ncis	8/14/17
47.0	Normal Line / Prime (30/5.7)	08/17/17-08/17/17	2	:30	10P- CBS-Zoo (Thursday)					1				1	\$2,200.00	\$2,200.00	Cincinnati (WKRC)	zoo	8/14/17
48.0	Normal Line / Prime (31/7.9)	08/17/17-08/17/17	2	:30	9P- CBS-Big Brother (Thursday)					1				1	\$3,500.00	\$3,500.00	Cincinnati (WKRC)	big brother	8/14/17
49.0	Normal Line / Prime (32/4.4)	08/21/17-08/21/17	2	:30	Orbit- [P]CBS-Mom (Monday)(Mo), [P]CBS-Life In Pieces (Monday)(Mo)		1							1	\$2,000.00	\$2,000.00	Cincinnati (WKRC)	mom/life in pieces	8/14/17
50.0	Normal Line / Prime (33/3.9)	08/20/17-08/20/17	2	:30	9:02P- CBS-Candy Crush (Sunday)								1	1	\$1,800.00	\$1,800.00	Cincinnati (WKRC)	candy crush	8/14/17
51.0	Normal Line / SPOT (1/5.1)	08/20/17-08/20/17	2	:30	11:30A- News-Good Morning Cincinnati Sunday 2								1	1	\$150.00	\$150.00	Cincinnati (WKRC)	NEWS	8/15/17
52.0	Normal Line / Prime (23/8.1)	08/18/17-08/18/17	2	:30	7:57-26P- CBS-Big Brother (Friday)						1			1	\$1,500.00	\$1,500.00	Cincinnati (WKRC)	BIG BROTHER	8/15/17

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WKRC CINCINNATI

Mentzer Media Services  
210 W Pennsylvania  
Suite 250  
Towson, MD 21204

## Contract # 2996979

**Schedule Dates** 08/16/17-08/22/17  
**Advertiser** Ohioans Against the Deceptive RX Ballot (117194)  
**Agency** Mentzer Media Services (1381)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** 377/458/4874 (953136)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Ally,Rambo,  
**Phone/Fax** /  
**CPE** 377/458/4874  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Standard  
**Comments** FPHRM ALEXANDRA BRADLEY  
Separation: 30

**Date Entered** 08/14/17  
**Last Modified** 08/15/17  
**Entered By** Briana Tomlinson  
**CO-OP** No  
**Headline #** ECR25694797  
**Demo** A18+R  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$8,865.00  
**Net Total** \$50,235.00  
**Sales Tax**

## Cincinnati (WKRC)

By Broadcast Month	Spots	Rate
Aug. 2017	84	\$59,100.00
<b>Grand Total:</b>	<b>84</b>	<b>\$59,100.00</b>

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
53.0	Normal Line / Prime (34/3.6)	08/16/17-08/16/17	2	:30	9P- CBS-Salvation (Wednesday)				1					1	\$1,800.00	\$1,800.00	Cincinnati (WKRC)	salvation	8/14/17
54.0	Normal Line / Prime (35/3.8)	08/22/17-08/22/17	2	:30	10P- CBS-NCIS: New Orleans (Tuesday)			1						1	\$2,000.00	\$2,000.00	Cincinnati (WKRC)	ncis no	8/14/17

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

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.



125 West 55th St  
New York, NY 10019

299 6979

<b>Contract #</b> 25694797	<b>Changes as of:</b> 8/14/2017 at 1:35 PM	<b>Version:</b> Original Order
<b>CPE:</b> 377/458/4874	<b>Flight:</b> 8/16/17 - 8/22/17	<b>Station:</b> WKRC
<b>Agency:</b> MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	<b>Advertiser:</b> Ohioans Against the Deceptive RX Ballot  <b>Product:</b> FPHRM	<b>Market:</b> Cincinnati
	<b>Agency Order #:</b> 6433404	<b>Office:</b> WASHINGTON
	<b>Buyer:</b> Rambo, Ally	<b>Primary Demo:</b> Adults 18+
	<b>Salesperson:</b> ALEXANDRA BRADLEY 202-955-5342	<b>Con Type:</b> POLITICAL/VOTE
		<b>Assistant:</b> ALEXANDRA BRADLEY 202-955-5342
		<b>Total \$:</b> \$59,100.00
		<b>Total Spots:</b> 84
		<b>Total CPP:</b> \$136.36
		<b>Total GRP:</b> 433.4
		<b>Separation:</b>

**Comments:** Separation: 30

#	Day/Time	DP	Program	Rate	A18P Rating	Len	8/16 - 8/22							Total Spots	Total \$	CPP	GRP
							8/16	8/17	8/18	8/19	8/20	8/21	8/22				
1	Su 9a-9:30a		SAT EARLY SHOW	\$150.00	5.1	30	0	0	0	0	1	0	0	1	\$150.00	\$29.41	5.1
Target 11 Index: 125. Nielsen: 3.3																	
2	Sa 7:30a-8a		GD MRN-SA-7AM	\$150.00	4.4	30	0	0	0	1	0	0	0	1	\$150.00	\$34.09	4.4
Target 11 Index: 111. Nielsen: 2.6																	
3	Sa 8a-8:30a		CBS THS MRN:SA	\$200.00	4.6	30	0	0	0	1	0	0	0	1	\$200.00	\$43.48	4.6
Target 11 Index: 115. Nielsen: 2.4																	
4	W-F,M-Tu 7a-7:30a		THE EARLY SHOW	\$350.00	4.9	30	1	1	1	0	0	1	1	5	\$1,750.00	\$71.43	24.5
Target 11 Index: 127. Nielsen: 2.4																	
5	W-F,M-Tu 5p-5:30p		LOCAL12 NEWS-5<	\$500.00	6.7	30	1	1	1	0	0	1	1	5	\$2,500.00	\$74.63	33.5
Target 11 Index: 123. Nielsen: 3.7																	
6	W-F,M-Tu 12:30a-1:30a		LATE LATE SHOW	\$150.00	1.9	30	1	1	1	0	0	1	0	4	\$600.00	\$78.95	7.6
Target 11 Index: 128. Nielsen: 0.8																	
7	W-F,M-Tu 5:30p-6p		LOCAL12 NW-530<	\$525.00	6.6	30	0	1	1	0	0	1	1	4	\$2,100.00	\$79.55	26.4
Target 11 Index: 119. Nielsen: 3.8																	
8	W-F,M-Tu 5:30a-6a		GD MRN CINN@5<	\$300.00	3.7	30	1	1	1	0	0	1	1	5	\$1,500.00	\$81.08	18.5
Target 11 Index: 124. Nielsen: 1.6																	
9	W-F,M-Tu 12n-12:30p		LOCAL12 NWS-NN<	\$400.00	4.9	30	0	1	1	0	0	0	1	3	\$1,200.00	\$81.63	14.7
Target 11 Index: 113. Nielsen: 3.9																	
10	W-F,M-Tu 4:30p-5p		LOCAL12 NEWS-4<	\$525.00	6.2	30	1	0	1	0	0	1	1	4	\$2,100.00	\$84.68	24.8
Target 11 Index: 126. Nielsen: 3.5																	
11	W-F,M-Tu 7:30a-8a		THE EARLY SHOW	\$350.00	4.0	30	1	1	0	0	0	1	1	4	\$1,400.00	\$87.50	16.0
Target 11 Index: 123. Nielsen: 2.0																	
12	Sa 11:30p-12m		INSIDE EDITN W<	\$300.00	3.4	30	0	0	0	1	0	0	0	1	\$300.00	\$88.24	3.4
Target 11 Index: 130. Nielsen: 1.9																	
13	W-F,M-Tu 7:15p-8p		ENT TONIGHT	\$500.00	5.7	30	1	1	0	0	0	1	1	4	\$2,000.00	\$87.72	22.8
Target 11 Index: 118. Nielsen: 2.8																	





125 West 55th St  
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<b>CPE:</b> 377/458/4874	<b>Flight:</b> 8/16/17 - 8/22/17	<b>Station:</b> WKRC	<b>Total \$:</b> \$59,100.00
<b>Agency:</b> MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	<b>Advertiser:</b> Ohioans Against the Deceptive RX Ballot  <b>Product:</b> FPHRM	<b>Market:</b> Cincinnati	<b>Total Spots:</b> 84
	<b>Agency Order #:</b> 6433404	<b>Office:</b> WASHINGTON	<b>Total CPP:</b> \$136.36
	<b>Buyer:</b> Rambo, Ally	<b>Primary Demo:</b> Adults 18+	<b>Total GRP:</b> 433.4
	<b>Salesperson:</b> ALEXANDRA BRADLEY 202-955-5342	<b>Con Type:</b> POLITICAL/VOTE	
		<b>Assistant:</b> ALEXANDRA BRADLEY 202-955-5342	<b>Separation:</b>

#	Day/Time	DP	Program	Rate	A18P Rating	Len	8/16 - 8/22								Total Spots	Total \$	CPP	GRP
							8/16	8/17	8/18	8/19	8/20	8/21	8/22					
14	W-F,M-Tu 5a-5:30a		GD MRN CINN@5<	\$250.00	2.8	30	1	0	1	0	0	1	1		4	\$1,000.00	\$89.29	11.2
Target 11 Index: 124. Nielsen: 1.3																		
15	W-F,M-Tu 7p-7:30p		INSIDE EDITION	\$500.00	5.3	30	1	1	1	0	0	0	1		4	\$2,000.00	\$94.34	21.2
Target 11 Index: 117. Nielsen: 3.1																		
16	W-F,M-Tu 4p-4:30p		LOCAL12 NEWS-4<	\$500.00	5.2	30	0	1	1	0	0	1	1		4	\$2,000.00	\$96.15	20.8
Target 11 Index: 117. Nielsen: 3.4																		
17	W-F,M-Tu 11:30p-12:30a		COLBERT	\$300.00	3.1	30	1	0	1	0	0	0	1		3	\$900.00	\$96.77	9.3
Target 11 Index: 125. Nielsen: 1.4																		
18	W-F,M-Tu 6p-6:30p		LOCAL12 NEWS-6<	\$700.00	7.1	30	1	1	1	0	0	1	1		5	\$3,500.00	\$98.59	35.5
Target 11 Index: 116. Nielsen: 4.2																		
19	W-F,M-Tu 6:30a-7a		GD MRN CINN@6<	\$600.00	5.5	30	0	1	1	0	0	1	0		3	\$1,800.00	\$109.09	16.5
Target 11 Index: 123. Nielsen: 2.4																		
20	W-F,M-Tu 11p-11:30p		LOCAL12 NWS 11	\$900.00	5.8	30	1	1	1	0	0	1	0		4	\$3,600.00	\$155.17	23.2
Target 11 Index: 118. Nielsen: 3.0																		
21	Su 11p-11:30p		12 NEWS AT 11	\$900.00	5.5	30	0	0	0	0	1	0	0		1	\$900.00	\$163.64	5.5
Target 11 Index: 125. Nielsen: 3.4																		
22	Sa 11p-11:30p		LOCAL12 NWS-11<	\$900.00	5.4	30	0	0	0	1	0	0	0		1	\$900.00	\$166.67	5.4
Target 11 Index: 120. Nielsen: 3.1																		
23	F 8p-9p		WE DAY	\$1,500.00	8.1	30	0	0	1	0	0	0	0		1	\$1,500.00	\$185.19	8.1
Target 11 Index: 118. Nielsen: 3.0																		
24	F 9p-10p		HAWAII 5-0-CBS	\$1,500.00	7.3	30	0	0	1	0	0	0	0		1	\$1,500.00	\$205.48	7.3
Target 11 Index: 118. Nielsen: 2.7																		
25	Th 8p-9p		BIG BANG/KEVIN	\$2,500.00	9.9	30	0	1	0	0	0	0	0		1	\$2,500.00	\$252.53	9.9
Target 11 Index: 129. Nielsen: 4.8																		
26	F 10p-11p		BLUE BLOODS	\$1,500.00	5.8	30	0	0	1	0	0	0	0		1	\$1,500.00	\$258.62	5.8
Target 11 Index: 110. Nielsen: 3.2																		



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<b>Agency:</b> MENTZER MEDIA SERVIC		<b>Advertiser:</b> Ohioans Against the Deceptive RX Ballot		<b>Market:</b> Cincinnati	
210 W. Pennsylvania Avenue		<b>Product:</b> FPHRM		<b>Office:</b> WASHINGTON	
Suite 250		<b>Agency Order #:</b> 6433404		<b>Primary Demo:</b> Adults 18+	
Towson, MD 21204		<b>Buyer:</b> Rambo, Ally		<b>Con Type:</b> POLITICAL/VOTE	
		<b>Salesperson:</b> ALEXANDRA BRADLEY 202-955-5342		<b>Assistant:</b> ALEXANDRA BRADLEY 202-955-5342	
				<b>Separation:</b>	
				<b>Total \$:</b> \$59,100.00	
				<b>Total Spots:</b> 84	
				<b>Total CPP:</b> \$136.36	
				<b>Total GRP:</b> 433.4	

#	Day/Time	DP	Program	Rate	A18P Rating	Len	8/16 - 8/22							Total Spots	Total \$	CPP	GRP
							8/16	8/17	8/18	8/19	8/20	8/21	8/22				
27	Su 7p-8p		60 MINUTES	\$2,250. 00	7.5	30	0	0	0	0	1	0	0	1	\$2,250.00	\$300.00	7.5
Target 11 Index: 125. Nielsen: 3.6																	
28	M 8p-9p		KEVIN WAIT/ DONUTS	\$2,000. 00	5.3	30	0	0	0	0	0	1	0	1	\$2,000.00	\$377.36	5.3
Target 11 Index: 134. Nielsen: 2.4																	
29	Tu 8p-9p		NCIS	\$2,000. 00	5.3	30	0	0	0	0	0	0	1	1	\$2,000.00	\$377.36	5.3
Target 11 Index: 115. Nielsen: 3.7																	
30	Th 10p-11p		ZOO	\$2,200. 00	5.7	30	0	1	0	0	0	0	0	1	\$2,200.00	\$385.96	5.7
Target 11 Index: 119. Nielsen: 2.4																	
31	Th 9p-10p		BIG BROTHER	\$3,500. 00	7.9	30	0	1	0	0	0	0	0	1	\$3,500.00	\$443.04	7.9
Target 11 Index: 122. Nielsen: 3.7																	
32	M 9p-10p		MOM/ LIFE IN PIECES	\$2,000. 00	4.4	30	0	0	0	0	0	1	0	1	\$2,000.00	\$454.55	4.4
Target 11 Index: 129. Nielsen: 3.0																	
33	Su 9p-10p		CANDY CRUSH	\$1,800. 00	3.9	30	0	0	0	0	1	0	0	1	\$1,800.00	\$461.54	3.9
Target 11 Index: 127. Nielsen: 1.8																	
34	W 9p-10p		SALVATION	\$1,800. 00	3.6	30	1	0	0	0	0	0	0	1	\$1,800.00	\$500.00	3.6
Target 11 Index: 120. Nielsen: 2.1																	
35	Tu 10p-11p		NCIS NO	\$2,000. 00	3.8	30	0	0	0	0	0	0	1	1	\$2,000.00	\$526.32	3.8
Target 11 Index: 126. Nielsen: 2.4																	
<b>TOTALS:</b>							<b>13</b>	<b>16</b>	<b>17</b>	<b>4</b>	<b>4</b>	<b>15</b>	<b>15</b>	<b>84</b>	<b>\$59,100.00</b>	<b>\$136.36</b>	<b>433.4</b>





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<b>Contract #</b> 25694797	<b>Changes as of:</b> 8/14/2017 at 1:35 PM	<b>Version:</b> Original Order	
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<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
08/14/17 1:36 PM	ALEXANDRA BRADLEY	Separation: 30

Competitive Information	
<b>Market Budget:</b>	\$140,714
<b>WKRC Share:</b>	42%
<b>Comment:</b>	
<b>EKRC:</b>	1%
<b>WCPO:</b>	6%
<b>WLWT:</b>	39%
<b>WSTR:</b>	1%
<b>WXIX:</b>	11%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	84	\$59,100.00	\$136.36	433.4
<b>Total</b>	<b>100%</b>	<b>84</b>	<b>\$59,100.00</b>	<b>\$136.36</b>	<b>433.4</b>

Monthly Summary		
Month	Spots	Dollars
2017-Aug	84	\$59,100.00
<b>Total</b>	<b>84</b>	<b>\$59,100.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	8/14/17 1:35 PM	ALEXANDRA BRADLEY	New	84		\$59,100.00	\$59,100.00	

<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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