

125 West 55th St
New York, NY 10019

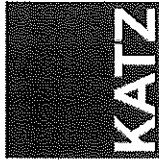
KATZ TELEVISION
GROUP

Contract # 26035557 Changes as of: 6/15/2018 at 2:15 PM Version: Highlighting Revision 1
CPE: //2392 Flight: 7/3/18 - 7/9/18 Station: WALA
Agency: Ventura Media Partners Advertiser: Friends of Ron DeSantis Market: Mobile
Product: DESANTIS Office: LOS ANGELES
15260 Ventura Blvd Agency Order #: 15260
Suite 1240 Sherman Oaks, CA 91403 Service: Nielsen
Buyer: MEREDITH MARCUS Primary Demo: Adults 55+
Salesperson: KATHI THORNTON Assistant: CARL SKINNER
323-966-5033 323-966-5023
Total Spots: 10
Total CPP: \$138.66
Total GRP: 59.5

Comments: CORRECT ESTIMATE #

Separation:

#	Day/Time	DP	Program	Rate	A55P Rating	Len	7/3 - 7/9							Total Spots	Total \$	CPP*	GRP*
							7/3	7/4	7/5	7/6	7/7	7/8	7/9				
1	M-F 6p-6:30p	PA	JEOPARDY	\$800.00	6.2	30	1	1	1	1	0	0	1	5	\$4,000.00	\$129.03	31.0
2	M 6:30p-7p	PA	WHEEL FORTUNE	\$850.00	5.7	30	1	1	1	1	0	0	1	5	\$4,250.00	\$149.12	28.5
TOTALS:							2	2	2	2	0	0	2	10	\$8,250.00	\$138.66	59.5



125 West 55th St
New York, NY 10019

Contract # 26035557
CPE: //2392
Agency: Ventura Media Partners
15260 Ventura Blvd
Suite 1240
Sherman Oaks, CA 91403
Flight: 7/3/18 - 7/9/18
Advertiser: Friends of Ron DeSantis
Product: DESANTIS
Agency Order #:
Changes as of: 6/15/2018 at 2:15 PM
Version: Highlighting Revision 1
Station: WALA
Market: Mobile
Office: LOS ANGELES
Service: Nielsen
Buyer: MEREDITH MARCUS
Primary Demo: Adults 55+
Salesperson: KATHI THORNTON
Assistant: CARL SKINNER
Separation:
Con Type: POLITICAL/VOTE
Total \$: \$8,250.00
Total Spots: 10
Total CPP: \$138.66
Total GRP: 59.5

Special Instructions

Order Level Comments		
Date/Time	Added by	Comment
06/15/18 2:15 PM	KATHI THORNTON	CORRECT ESTIMATE #

Competitive Information	
Market Budget: \$45,833	
WALA Share: 18%	
Comment: ESTIMATE	
Unknown: 82%	

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
PA	100%	10	\$8,250.00	59.5
Total	100%	10	\$8,250.00	59.5

Monthly Summary		
Month	Spots	Dollars
2018-Jul	10	\$8,250.00
Total	10	\$8,250.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot#	Spot	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	6/15/18 2:59 PM					\$0	\$0	
Revision	6/15/18 2:15 PM	KATHI THORNTON	Revised			\$0	\$8,250.00	Changes: Comments from to CORRECT ESTIMATE #, Onestimate Code to 2391, Estimate Code from 2391 to 2392.
New	6/15/18 2:11 PM	KATHI THORNTON	New	10		\$8,250.00	\$8,250.00	

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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ORDER



WALA

Kathi Thornton

E-LAX

National

Cash

Broadcast

EOM/EOC

15%

Agency Commission:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Unit Code:

General

Govt

00:15:00

Orders

Order / Rev:

886313

Alt Order #:

26035557

Product Desc:

DESANTIS

Estimate:

2392

Flight Dates:

07/03/18 - 07/09/18

Original Date / Rev:

06/18/18 / 06/18/18

Order Type:

GENERAL

Agency

Name:

Ventura Media Partners

Buying Contact:

Billing Contact:

15260 Ventura Blvd, Ste. 1240

Sherman Oaks, CA 91403

Name:

Friends of Ron DeSantis

Demographic:

A55+

Product Codes:

Political-Cand-Governor

Priority:

PMT

Revenue Code 1:

POL

Revenue Code 2:

PLC

Revenue Code 3:

GPL

Advertiser

Name:

Friends of Ron DeSantis

Demographic:

A55+

Product Codes:

Political-Cand-Governor

Priority:

PMT

Revenue Code 1:

POL

Revenue Code 2:

PLC

Revenue Code 3:

GPL

Account Executives

Account Executive

Sales Office

Sales Region

Start Date / End Date

Order %

Kathi Thornton

Start Of Order - End Of Order

100%

Order Share

Share

Total

WALA

18%

\$8,250.00

Market

100%

\$45,833.33

Competitive Share

Share

Total

WAWD

0%

\$0.00

WEAR

45%

\$20,625.00

WEIQ

0%

\$0.00

WFGX

0%

\$0.00

WFNA

0%

\$0.00

WHBR

0%

\$0.00

WJTC

20%

\$9,166.67

WKRG

0%

\$0.00

WMPV

0%

\$0.00

WPAN

17%

\$7,791.67

WPMI

0%

\$0.00

WSRE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WALA	07/03/18	07/03/18	M-F 6-630p	CM	6p-630p	-T-----	:30	1	\$800.00	PMT	6.20	NM	1	\$800.00

JEOPARDY

Advertiser: Friends of Ron Desantis

Product Desc: DESANTIS

2392

WALA

Order / Rev: 886313

Alt Order #: 2603557

Flight Dates: 07/03/18 - 07/09/18

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WALA	07/04/18	07/04/18	M-F 6-630p	CM	6p-630p	--W----	:30	1	\$800.00	1	6.20	NM	1	\$800.00
JEOPARDY															
Week: 07/02/18		Start Date	End Date	Weekdays											
N 3	WALA	07/05/18	07/05/18	M-F 6-630p	CM	6p-630p	---T---	:30	1	\$800.00	1	6.20	NM	1	\$800.00
JEOPARDY															
Week: 07/02/18		Start Date	End Date	Weekdays											
N 4	WALA	07/06/18	07/06/18	M-F 6-630p	CM	6p-630p	----F--	:30	1	\$800.00	1	6.20	NM	1	\$800.00
JEOPARDY															
Week: 07/02/18		Start Date	End Date	Weekdays											
N 5	WALA	07/09/18	07/09/18	M-F 6-630p	CM	6p-630p	M-----	:30	1	\$800.00	1	6.20	NM	1	\$800.00
JEOPARDY															
Week: 07/09/18		Start Date	End Date	Weekdays											
N 6	WALA	07/03/18	07/03/18	M-F 630-7p	CM	630p-7p	-T-----	:30	1	\$850.00	1	5.70	NM	1	\$850.00
WHEEL FORTUNE															
Week: 07/02/18		Start Date	End Date	Weekdays											
N 7	WALA	07/04/18	07/04/18	M-F 630-7p	CM	630p-7p	--W----	:30	1	\$850.00	1	5.70	NM	1	\$850.00
WHEEL FORTUNE															
Week: 07/02/18		Start Date	End Date	Weekdays											
N 8	WALA	07/05/18	07/05/18	M-F 630-7p	CM	630p-7p	---T---	:30	1	\$850.00	1	5.70	NM	1	\$850.00
WHEEL FORTUNE															
Week: 07/02/18		Start Date	End Date	Weekdays											
N 9	WALA	07/06/18	07/06/18	M-F 630-7p	CM	630p-7p	----F--	:30	1	\$850.00	1	5.70	NM	1	\$850.00
WHEEL FORTUNE															
Week: 07/02/18		Start Date	End Date	Weekdays											
N 10	WALA	07/09/18	07/09/18	M-F 630-7p	CM	630p-7p	M-----	:30	1	\$850.00	1	5.70	NM	1	\$850.00
WHEEL FORTUNE															
Week: 07/09/18		Start Date	End Date	Weekdays											