



125 West 55th St
New York, NY 10019

Contract # 25780086	Changes as of: 11/2/2017 at 8:30 AM	Version: Highlighting Revision 2
CPE: 301/384/3312	Flight: 11/2/17 - 11/7/17	Station: WVBT
Agency: STRATEGIC MEDIA SERVICES 1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009	Advertiser: 11885 Product: Candidate Agency Order #: 6689571 Buyer: Rheault, Ben	Market: Norfolk-Virginia Beach
	Office: WASHINGTON	Total \$: \$6,505.00
	Primary Demo: Adults 35+	Total Spots: 43
	Con Type: POLITICAL/VOTE	Total CPP: \$0.00
	Salesperson: BILL THOMAS 202-872-5880	Total GRP:
	Assistant: BILL THOMAS 202-872-5880	Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	11/2 - 11/7							Total Spots	Total \$	CPP	GRP	
							11/2	11/3	11/4	11/5	11/6	11/7						
1	Th-F,M-W 7a-8a		WAVY NWS-7AFOX<	\$130.00	0	30	0	1	0	0	1	1		3	\$390.00	\$0.00	0.0	
<i>Target 200118 Index: 103. Nielsen: 0.7</i>																		
2	Th-F,M-W 8a-9a		WAVY NWS-8AFOX<	\$115.00	0	30	0	2	0	0	2	1		5	\$575.00	\$0.00	0.0	
<i>Target 200118 Index: 102. Nielsen: 0.9</i>																		
3	Th-F,M-W 10a-11a		DR. OZ<	\$45.00	0	30	0	1	0	0	1	1		3	\$135.00	\$0.00	0.0	
<i>Target 200118 Index: 95. Nielsen: 0.4 Changes: Rate from 30 to 45</i>																		
4	Th-F,M-W 11a-12n		DOCTORS<	\$40.00	0	30	0	1	0	0	1	1		3	\$120.00	\$0.00	0.0	
<i>Target 200118 Index: 92. Nielsen: 0.5 Changes: Rate from 25 to 40</i>																		
5	Th-F,M-W 1p-2p		HMPN-SHW R<	\$40.00	0	30	0	2	0	0	2	0		4	\$160.00	\$0.00	0.0	
<i>Target 200118 Index: 117. Nielsen: 0.2</i>																		
6	Th-F,M-W 2p-3p		JERRY SPRINGER<	\$30.00	0	30	0	2	0	0	2	0		4	\$120.00	\$0.00	0.0	
<i>Target 200118 Index: 98. Nielsen: 0.9</i>																		
7	Th-F,M-W 3p-4p		MAURY POVICH R<	\$50.00	0	30	0	2	0	0	2	0		4	\$200.00	\$0.00	0.0	
<i>Target 200118 Index: 100. Nielsen: 1.3</i>																		
8	Th-F,M-W 4p-5p		STEVE WILKOS<	\$60.00	0	30	0	2	0	0	2	0		4	\$240.00	\$0.00	0.0	
<i>Target 200118 Index: 104. Nielsen: 1.9</i>																		
REV- 9	Th-F,M-W 7p-7:30p		WAVY NWS-7PFOX<	\$190.00	0	30	0	2	1	0	0	2	1	0	2	\$380.00	\$0.00	0.0
<i>Target 200118 Index: 106. Nielsen: 1.4</i>																		
REV- 10	Th-F,M-W 7:30p-8p		TMZ<	\$285.00	0	30	0	2	1	0	0	2	1	0	2	\$570.00	\$0.00	0.0
<i>Target 200118 Index: 84. Nielsen: 1.6 Changes: Rate from 125 to 285</i>																		
REV- 11	Th-F,M-W 10p-10:45p		WVBT FOX NEWS<	\$675.00	0	30	0	2	0	0	0	2	1	0	3	\$2,025.00	\$0.00	0.0
<i>Target 200118 Index: 120. Nielsen: 2.1 Changes: Rate from 450 to 675</i>																		
12	Th-F,M-W 10:45p-11p		SPORTSWRAP M-F<	\$475.00	0	30	0	0	0	0	0	2	0	2	\$950.00	\$0.00	0.0	
<i>Target 200118 Index: 122. Nielsen: 1.3</i>																		
13	Th-F,M-W 12m-1a		TMZ LIVE!<	\$30.00	0	30	0	0	0	0	0	1	0	1	\$30.00	\$0.00	0.0	
<i>Target 200118 Index: 122. Nielsen: 0.6</i>																		



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Agency Order #: 6689571	Buyer: Rheault, Ben	Office: WASHINGTON
Salesperson: BILL THOMAS 202-872-5880	Primary Demo: Adults 35+	Total \$: \$6,505.00
	Con Type: POLITICAL/VOTE	Total Spots: 43
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		Total GRP:
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							11/2	11/3	11/4	11/5	11/6	11/7					
14	Su 9a-10a		FOX NEWS SUNDAY	\$110.00	0	30	0	0	0	1	0	0	1	\$110.00	\$0.00	0.0	
<i>Target 200118 Index: 103. Nielsen: 0.2</i>																	
15	Su 1p-4:30p		FOX NFL	\$3,500.00	0	30	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0	
<i>Target 200118 Index: 110. Nielsen: 0.3</i>																	
16	Su 10p-10:45p		WVBT FOX NEWS	\$300.00	0	30	0	0	0	1	0	0	1	\$300.00	\$0.00	0.0	
<i>Target 200118 Index: 118. Nielsen: 2.3</i>																	
17	F 10:30p-11p		WASH HUDDLE	\$200.00	0.0	30	0	1	0	0	0	0	1	\$200.00	\$0.00	0.0	
TOTALS:							0	18	0	2	19	4	43	\$6,505.00	\$0.00	0.0	



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		Total CPP: \$0.00
		Total GRP:
		Separation:

Special Instructions	
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Competitive Information	
Market Budget:	\$6,505
WVBT Share:	100%
Comment:	
	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	43	\$6,505.00	N/A	0.0
Total	100%	43	\$6,505.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2017-Nov	43	\$6,505.00
Total	43	\$6,505.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	11/2/17 8:50 AM					\$0	\$0	
Revision	11/2/17 8:30 AM	BILL THOMAS	Revised		5	\$5.00	\$6,505.00	Changes: Calculated Dollars from \$6,500.00 to \$6,505.00, Total Spots from 48 to 43, User Entered \$ from \$6,500.00 to \$6,505.00, Total \$ from \$6,500.00 to \$6,505.00. 5 buylines added or modified.
Revision	11/1/17 3:23 PM	BILL THOMAS	Confirmed	17		\$-5.00	\$6,500.00	Changes: Calculated Dollars from \$6,505.00 to \$6,500.00, Total Spots from 31 to 48, Demo Meta to [R16], User Entered \$ from \$0.00 to \$6,500.00, Total \$ from \$6,505.00 to \$6,500.00. 13 buylines added or modified.
New	11/1/17 3:19 PM	BILL THOMAS	New	31		\$6,505.00	\$6,505.00	

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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