



125 West 55th St
New York, NY 10019

Contract # 25142549	Changes as of: 9/8/2016 at 2:01 PM	Version: Highlighting Revision 3
CPE: 1853/5667/36741	Flight: 8/8/16 - 10/2/16	Station: KAEF
Agency: US INTERNATIONAL MED	Advertiser: CA FOR UNITED MEDICA	Market: Eureka
US INTERNATIONAL MEDIA 1201 ALTA LOMA RD ATTN: INVOICES LOS ANGELES CA 90069	Product: Prop	Office: LOS ANGELES
Agency Order #: 4946017	Primary Demo: Adults 35+	Total \$: \$38,796.00
Buyer: Kelly, Liz	Con Type: POLITICAL/VOTE	Total Spots: 702
Salesperson: TERRY DREHER 323-966-5066	Assistant: Devaughn Ishmael 323-966-5069	Total CPP: \$39.75
		Total GRP: 976.0
		Traffic #: 228110
		Separation:

Comments: Separation: 8

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/8 - 9/26								Total Spots	Total \$	CPP	GRP	
							8/8	8/15	8/22	8/29	9/5	9/12	9/19	9/26					
REV+ 1	M-F 5:30a-7a		DAYBREAK-KAEF<	\$40.00	0.7	30	0	0	10	10	10	8 13	8 14	8 14		71	\$2,840.00	\$57.14	49.7
REV+ 2	M-F 7a-9a		GD MRN AMR-ABC<	\$40.00	1.2	30	0	0	12	11	12	8 11	8 12	8 12		70	\$2,800.00	\$33.33	84.0
REV+ 3	M-F 9a-10a		DOCTORS<	\$30.00	0.5	30	0	0	10	10	10	8 10	8 10	8 10		60	\$1,800.00	\$60.00	30.0
4	M-F 10a-11a		VIEW-ABC	\$35.00	0.8	30	0	0	9	5	5	5	5	5		34	\$1,190.00	\$43.75	27.2
5	M-F 12n-1p		CHEW-ABC	\$30.00	1.5	30	0	0	9	7	5	5	5	5		36	\$1,080.00	\$20.00	54.0
CAN 6	M-F 2p-3p		DR. PHIL	\$35.00	1.0	30	0	0	0	0	0	0	0	0		0	\$0.00	\$35.00	0.0
wk of 8/22 spots went from 8 to 9 wk of 8/29 spots went from 8 to 9 wk of 9/5 spots went from 8 to 9																			
REV+ 7	M-F 3p-4p		ELLEN	\$40.00	1.0	30	0	0	8	8	8	6 9	8 10	8 11		54	\$2,160.00	\$40.00	54.0
REV+ 8	M-F 5p-5:30p		JUDGE JUDY	\$40.00	1.7	30	0	0	4	4	4	0 4	0 4	0 4		24	\$960.00	\$23.53	40.8
REV+ 9	M-F 5:30p-6p		JUDGE JUDY	\$40.00	1.5	30	0	0	4	4	4	0 4	0 4	0 4		24	\$960.00	\$26.67	36.0
REV+ 10	M-F 6p-6:30p		N COAST NWS 6P	\$175.00	3.5	30	0	0	4	4	4	4 6	4 6	4 6		30	\$5,250.00	\$50.00	105.0
REV+ 11	M-F 7p-7:30p		WHEEL-FORTNE	\$100.00	5.0	30	0	0	4	4	4	4 6	4 6	4 6		30	\$3,000.00	\$20.00	150.0
CAN 12	M-F 7p-7:30p		WHEEL-FORTNE	\$50.00	5.0	45	0	0	0	0	0	4	4	4		42	\$600.00	\$10.00	60.0
REV+ 13	M-F 7:30p-8p		JEOPARDY	\$110.00	6.0	30	0	0	4	4	4	4 6	4 6	4 6		30	\$3,300.00	\$18.33	180.0
CAN 14	M-F 7:30p-8p		JEOPARDY	\$55.00	6.0	45	0	0	0	0	0	4	4	4		42	\$660.00	\$9.17	72.0
REV+ 15	M-F 11p-11:35p		N COAST NWS 11<	\$150.00	0.2	30	0	0	4	3	4	4 5	4 5	4 5		26	\$3,900.00	\$750.00	5.2
REV+ 16	M-F 11:35p-12:35a		JIMMY KIMMEL	\$60.00	0.2	30	0	0	8	8	8	2 4	4 6	4 6		40	\$2,400.00	\$300.00	8.0
REV+ 17	M-F 12:35a-1:05a		NITELINE	\$35.00	0.2	30	0	0	4	4	4	4 6	4 6	4 6		30	\$1,050.00	\$175.00	6.0
REV+ 18	Sa 7a-8a		GD MRN-SAT-ABC	\$35.00	0.7	30	0	0	2	2	2	2 3	2 3	2 3		15	\$525.00	\$50.00	10.5



125 West 55th St
New York, NY 10019

Contract # 25142549	Changes as of: 9/8/2016 at 2:01 PM	Version: Highlighting Revision 3	
CPE: 1853/5667/36741	Flight: 8/8/16 - 10/2/16	Station: KAEF	Total \$: \$38,796.00
Agency: US INTERNATIONAL MED	Advertiser: CA FOR UNITED MEDICA	Market: Eureka	Total Spots: 702
US INTERNATIONAL MEDIA 1201 ALTA LOMA RD ATTN: INVOICES LOS ANGELES CA 90069	Product: Prop	Office: LOS ANGELES	Total CPP: \$39.75
Agency Order #: 4946017	Primary Demo: Adults 35+	Total GRP: 976.0	
Buyer: Kelly, Liz	Con Type: POLITICAL/VOTE	Traffic #: 228110	
Salesperson: TERRY DREHER 323-966-5066	Assistant: Devaughn Ishmael 323-966-5069	Separation:	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/8 - 9/26								Total Spots	Total \$	CPP	GRP
							8/8	8/15	8/22	8/29	9/5	9/12	9/19	9/26				
19	Sa 7p-7:30p		WHEEL	\$50.00	1.8	30	0	0	1	0	0	0	0	0	1	\$50.00	\$27.78	1.8
20	Sa 7:30p-8p		JEOPARDY	\$50.00	2.8	30	0	0	1	0	0	0	0	0	1	\$50.00	\$17.86	2.8
REV+ 21	Su 7a-8a		GMA SUNDAY	\$35.00	1.0	30	0	0	2	2	2	2	2	2	15	\$525.00	\$35.00	15.0
REV+ 22	Su 8a-9a		THIS WEEK-ABC	\$35.00	0.2	30	0	0	2	2	2	1	1	1	12	\$420.00	\$175.00	2.4
REV+ 23	Su 5:30p-6p		ABC NWS-SUN	\$75.00	0.6	30	0	0	1	0	1	0	1	1	6	\$450.00	\$125.00	3.6
CAN 24	M-F 5:30a-7a		DAYBREAK-KAEF<	\$20.00	0.7	15	0	0	0	0	0	8	8	8	24	\$480.00	\$28.57	16.8
CAN 25	M-F 7a-9a		GD MRN-AMR-ABC<	\$20.00	1.2	15	0	0	0	0	0	6	8	8	22	\$440.00	\$16.67	26.4
CAN 26	M-F 9a-10a		DOCTORS<	\$15.00	0.5	15	0	0	0	0	0	4	4	4	12	\$180.00	\$30.00	6.0
CAN 27	M-F 10a-11a		VIEW-ABC	\$18.00	0.8	15	0	0	0	0	0	8	8	8	24	\$432.00	\$22.50	19.2
CAN 28	M-F 12n-1p		CHEW-ABC	\$15.00	1.5	15	0	0	0	0	0	8	8	8	24	\$360.00	\$10.00	36.0
CAN 29	M-F 2p-3p		DR. PHIL	\$18.00	1.0	15	0	0	0	0	0	0	0	0	0	\$0.00	\$18.00	0.0
wk of 9/12 spots went from 8 to 0 wk of 9/19 spots went from 8 to 0 wk of 9/26 spots went from 8 to 0																		
CAN 30	M-F 3p-4p		ELLEN	\$20.00	1.0	15	0	0	0	0	0	6	6	6	18	\$360.00	\$20.00	18.0
CAN 31	M-F 6p-6:30p		N COAST NWS 6P	\$88.00	3.5	15	0	0	0	0	0	4	4	4	12	\$1,056.00	\$25.14	42.0
CAN 32	M-F 11p-11:35p		N COAST NWS 11<	\$75.00	0.2	15	0	0	0	0	0	2	2	2	6	\$450.00	\$375.00	1.2
CAN 33	M-F 11:35p-12:35a		JIMMY KIMMEL	\$30.00	0.2	15	0	0	0	0	0	4	4	4	12	\$360.00	\$150.00	2.4
CAN 34	M-F 12:35a-1:05a		NITELINE	\$18.00	0.2	15	0	0	0	0	0	4	4	4	12	\$216.00	\$90.00	2.4
CAN 35	Sa 7a-8a		GD MRN-SAT-ABC	\$18.00	0.7	15	0	0	0	0	0	2	2	2	6	\$108.00	\$25.71	4.2
CAN 36	Su 7a-8a		GD MRN-SUN-ABC	\$18.00	1.0	15	0	0	0	0	0	2	2	2	6	\$108.00	\$18.00	6.0
CAN 37	Su 8a-9a		THIS WEEK-ABC	\$18.00	0.2	15	0	0	0	0	0	2	2	2	6	\$108.00	\$90.00	1.2



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Contract # 25142549		Changes as of: 9/8/2016 at 2:01 PM		Version: Highlighting Revision 3	
CPE: 1853/5667/36741		Flight: 8/8/16 - 10/2/16		Station: KAEF	
Agency: US INTERNATIONAL MED		Advertiser: CA FOR UNITED MEDICA		Market: Eureka	
US INTERNATIONAL MEDIA 1201 ALTA LOMA RD ATTN: INVOICES LOS ANGELES CA 90069		Product: Prop		Office: LOS ANGELES	
Agency Order #: 4946017		Primary Demo: Adults 35+		Total \$: \$38,796.00	
Buyer: Kelly, Liz		Con Type: POLITICAL/VOTE		Total Spots: 702	
Salesperson: TERRY DREHER 323-966-5066		Assistant: Devaughn Ishmael 323-966-5069		Total CPP: \$39.75	
				Total GRP: 976.0	
				Traffic #: 228110	
				Separation:	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/8 - 9/26								Total Spots	Total \$	CPP	GRP
							8/8	8/15	8/22	8/29	9/5	9/12	9/19	9/26				
CAN 38	Su 5:30p-6p		ABC NWS-SUN	\$38.00	0.6	45	0	0	0	0	0	0	2	2	4	\$152.00	\$63.33	2.4
wk of 9/12 spots went from 2 to 0																		
REV+ 39	M-F 4p-5p		DR. PHIL	\$35.00	1.0	30	0	0	8	8	8	8	8	8	60	\$2,100.00	\$35.00	60.0
CAN 40	M-F 4p-5p		DR. PHIL	\$18.00	1.0	45	0	0	0	0	0	8	8	8	24	\$432.00	\$18.00	24.0
BOOKENDS -MG OFR NA ON LN 29 8 spots offered wk of 9/12 8 spots offered wk of 9/19 8 spots off																		
41	Su 5:30p-6p		ABC NEWS SUN	\$76.00	0.6	30	0	0	1	0	0	0	0	0	1	\$76.00	\$126.67	0.6
42	Su 5p-8p		Emmy Awards	\$150.00	2.6	30	0	0	0	0	0	2	0	0	2	\$300.00	\$57.69	5.2
43	Sa 10p-10:30p		WHEEL (AFTER FTBL)	\$50.00	1.8	30	0	0	0	1	1	0	0	0	2	\$100.00	\$27.78	3.6
44	Sa 10:30p-11p		JEOP (AFER FTBL)	\$50.00	2.8	30	0	0	0	1	1	0	0	0	2	\$100.00	\$17.86	5.6
45	Sa 6p-6:30p		ABC WORLD NEWS	\$75.00	0.6	30	0	0	1	0	0	0	0	0	1	\$75.00	\$125.00	0.6
Changes: A35P Rating from 1.7 to 0.6																		
CAN 46	M-F 42n-1p		GHEW-ABC	\$30.00	1.5	30	0	0	0	0	0	0	0	0	0	\$0.00	\$20.00	0.0
CAN 47	M-F 40a-11a		VIEW-ABC	\$35.00	0.8	30	0	0	0	0	0	0	0	0	0	\$0.00	\$43.75	0.0
48	M-F 7a-9a		GD MRN AMR-ABC<	\$40.00	1.2	30	0	0	0	0	0	4	4	4	12	\$480.00	\$33.33	14.4
Changes: A35P Rating from 1.2 to 1.2																		
49	M-F 3p-4p		ELLEN	\$40.00	1.0	30	0	0	0	0	0	4	2	2	8	\$320.00	\$40.00	8.0
Changes: A35P Rating from 1 to 1																		
50	Sa 10:30p-11p		JEOP (AFER FTBL)	\$50.00	2.8	30	0	0	0	0	0	1	1	1	3	\$150.00	\$17.86	8.4
1 spot offered wk of 8/29 1 spot offered wk of 9/5																		
CAN 52	M-F 5:30a-7a		DAYBREAK-KAEF<	\$20.00	0.7	45	0	0	0	0	0	2	4	4	40	\$200.00	\$28.57	7.0
[BOOKENDS]																		



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Agency: US INTERNATIONAL MED	Advertiser: CA FOR UNITED MEDICA	Market: Eureka	Total Spots: 702
US INTERNATIONAL MEDIA 1201 ALTA LOMA RD ATTN: INVOICES LOS ANGELES CA 90069	Product: Prop	Office: LOS ANGELES	Total CPP: \$39.75
Agency Order #: 4946017	Primary Demo: Adults 35+	Total GRP: 976.0	
Buyer: Kelly, Liz	Con Type: POLITICAL/VOTE	Traffic #: 228110	
Salesperson: TERRY DREHER 323-966-5066	Assistant: Devaughn Ishmael 323-966-5069	Separation:	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/8 - 9/26								Total Spots	Total \$	CPP	GRP
							8/8	8/15	8/22	8/29	9/5	9/12	9/19	9/26				
CAN 53	M-F 5p-5:30p		JUDGE JUDY	\$20.00	4.7	45	0	0	0	0	0	2	2	2	6	\$120.00	\$11.76	10.2
(BOOKENDS)																		
54	Su 5p-8p		Emmy Awards	\$150.00	2.6	30	0	0	0	0	0	1	0	0	1	\$150.00	\$57.69	2.6
2 spots offered wk of 9/12																		
55	Sa 5p-8p		USC @ STANFORD FTBL	\$235.00	1.0	30	0	0	0	0	0	1	0	0	1	\$235.00	\$235.00	1.0
Changes: A35P Rating from 1 to 1																		
TOTALS:							0	0	113	102	103	127	128	129	702	\$38,796.00	\$39.75	976.0



125 West 55th St
New York, NY 10019

Contract # 25142549	Changes as of: 9/9/2016 at 4:12 PM	Version: Highlighting Revision 4	
CPE: 1853/5667/36741	Flight: 8/8/16 - 10/2/16	Station: KAEF	Total \$: \$38,796.00
Agency: US INTERNATIONAL MED	Advertiser: CA FOR UNITED MEDICA	Market: Eureka	Total Spots: 690
US INTERNATIONAL MEDIA 1201 ALTA LOMA RD ATTN: INVOICES LOS ANGELES CA 90069	Product: Prop	Office: LOS ANGELES	Total CPP: \$40.12
Agency Order #: 4946017	Primary Demo: Adults 35+	Total GRP: 967.0	
Buyer: Kelly, Liz	Con Type: POLITICAL/VOTE	Traffic #: 228110	
Salesperson: TERRY DREHER 323-966-5066	Assistant: Devaughn Ishmael 323-966-5069	Separation:	

Comments: Separation: 8

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/8 - 9/26								Total Spots	Total \$	CPP	GRP
							8/8	8/15	8/22	8/29	9/5	9/12	9/19	9/26				
1	M-F 5:30a-7a		DAYBREAK-KAEF<	\$40.00	0.7	30	0	0	10	10	10	13	14	14	71	\$2,840.00	\$57.14	49.7
2	M-F 7a-9a		GD MRN AMR-ABC<	\$40.00	1.2	30	0	0	12	11	12	11	12	12	70	\$2,800.00	\$33.33	84.0
REV-3	M-F 9a-10a		DOCTORS<	\$30.00	0.5	30	0	0	10	10	10	10	10	10	42	\$1,260.00	\$60.00	21.0
4	M-F 10a-11a		VIEW-ABC	\$35.00	0.8	30	0	0	9	5	5	5	5	5	34	\$1,190.00	\$43.75	27.2
REV-5	M-F 12n-1p		CHEW-ABC	\$30.00	1.5	30	0	0	9	7	5	5	5	5	30	\$900.00	\$20.00	45.0
7	M-F 3p-4p		ELLEN	\$40.00	1.0	30	0	0	8	8	8	9	10	11	54	\$2,160.00	\$40.00	54.0
8	M-F 5p-5:30p		JUDGE JUDY	\$40.00	1.7	30	0	0	4	4	4	4	4	4	24	\$960.00	\$23.53	40.8
9	M-F 5:30p-6p		JUDGE JUDY	\$40.00	1.5	30	0	0	4	4	4	4	4	4	24	\$960.00	\$26.67	36.0
10	M-F 6p-6:30p		N COAST NWS 6P	\$175.00	3.5	30	0	0	4	4	4	6	6	6	30	\$5,250.00	\$50.00	105.0
11	M-F 7p-7:30p		WHEEL-FORTNE	\$100.00	5.0	30	0	0	4	4	4	6	6	6	30	\$3,000.00	\$20.00	150.0
13	M-F 7:30p-8p		JEOPARDY	\$110.00	6.0	30	0	0	4	4	4	6	6	6	30	\$3,300.00	\$18.33	180.0
15	M-F 11p-11:35p		N COAST NWS 11<	\$150.00	0.2	30	0	0	4	3	4	5	5	5	26	\$3,900.00	\$750.00	5.2
16	M-F 11:35p-12:35a		JIMMY KIMMEL	\$60.00	0.2	30	0	0	8	8	8	4	6	6	40	\$2,400.00	\$300.00	8.0
17	M-F 12:35a-1:05a		NITELINE	\$35.00	0.2	30	0	0	4	4	4	6	6	6	30	\$1,050.00	\$175.00	6.0
18	Sa 7a-8a		GD MRN-SAT-ABC	\$35.00	0.7	30	0	0	2	2	2	3	3	3	15	\$525.00	\$50.00	10.5
19	Sa 7p-7:30p		WHEEL	\$50.00	1.8	30	0	0	1	0	0	0	0	0	1	\$50.00	\$27.78	1.8
20	Sa 7:30p-8p		JEOPARDY	\$50.00	2.8	30	0	0	1	0	0	0	0	0	1	\$50.00	\$17.86	2.8
21	Su 7a-8a		GMA SUNDAY	\$35.00	1.0	30	0	0	2	2	2	3	3	3	15	\$525.00	\$35.00	15.0
22	Su 8a-9a		THIS WEEK-ABC	\$35.00	0.2	30	0	0	2	2	2	2	2	2	12	\$420.00	\$175.00	2.4



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New York, NY 10019

Contract # 25142549		Changes as of: 9/9/2016 at 4:12 PM		Version: Highlighting Revision 4	
CPE: 1853/5667/36741		Flight: 8/8/16 - 10/2/16		Station: KAEF	
Agency: US INTERNATIONAL MED		Advertiser: CA FOR UNITED MEDICA		Market: Eureka	
US INTERNATIONAL MEDIA 1201 ALTA LOMA RD ATTN: INVOICES LOS ANGELES CA 90069		Product: Prop		Office: LOS ANGELES	
Agency Order #: 4946017		Primary Demo: Adults 35+		Total \$: \$38,796.00	
Buyer: Kelly, Liz		Con Type: POLITICAL/VOTE		Total Spots: 690	
Salesperson: TERRY DREHER 323-966-5066		Assistant: Devaughn Ishmael 323-966-5069		Total CPP: \$40.12	
				Total GRP: 967.0	
				Traffic #: 228110	
				Separation:	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/8 - 9/26								Total Spots	Total \$	CPP	GRP
							8/8	8/15	8/22	8/29	9/5	9/12	9/19	9/26				
23	Su 5:30p-6p		ABC NWS-SUN	\$75.00	0.6	30	0	0	1	0	1	0	2	2	6	\$450.00	\$125.00	3.6
39	M-F 4p-5p		DR. PHIL	\$35.00	1.0	30	0	0	8	8	8	12	12	12	60	\$2,100.00	\$35.00	60.0
41	Su 5:30p-6p		ABC NEWS SUN	\$76.00	0.6	30	0	0	1	0	0	0	0	0	1	\$76.00	\$126.67	0.6
42	Su 5p-8p		Emmy Awards	\$150.00	2.6	30	0	0	0	0	0	2	0	0	2	\$300.00	\$57.69	5.2
43	Sa 10p-10:30p		WHEEL (AFTER FTBL)	\$50.00	1.8	30	0	0	0	1	1	0	0	0	2	\$100.00	\$27.78	3.6
44	Sa 10:30p-11p		JEOP (AFER FTBL)	\$50.00	2.8	30	0	0	0	1	1	0	0	0	2	\$100.00	\$17.86	5.6
45	Sa 6p-6:30p		ABC WORLD NEWS	\$75.00	0.6	30	0	0	1	0	0	0	0	0	1	\$75.00	\$125.00	0.6
48	M-F 7a-9a		GD MRN AMR-ABC<	\$40.00	1.2	30	0	0	0	0	0	4	4	4	12	\$480.00	\$33.33	14.4
49	M-F 3p-4p		ELLEN	\$40.00	1.0	30	0	0	0	0	0	4	2	2	8	\$320.00	\$40.00	8.0
50	Sa 10:30p-11p		JEOP (AFER FTBL)	\$50.00	2.8	30	0	0	0	0	0	1	1	1	3	\$150.00	\$17.86	8.4
1 spot offered wk of 8/29 1 spot offered wk of 9/5																		
54	Su 5p-8p		Emmy Awards	\$150.00	2.6	30	0	0	0	0	0	1	0	0	1	\$150.00	\$57.69	2.6
2 spots offered wk of 9/12																		
55	Sa 5p-8p		USC @ STANFORD FTBL	\$235.00	1.0	30	0	0	0	0	0	1	0	0	1	\$235.00	\$235.00	1.0
REV+ 56	M-F 9a-10a		DOCTORS<	\$60.00	0.5	60	0 1/2	0 1/2	0 1/2	0 1/2	0 1/2	0 1/2	3	3	9	\$540.00	\$120.00	4.5
REV+ 57	M-F 12n-1p		CHEW-ABC	\$60.00	1.5	60	0 1/2	0 1/2	0 1/2	0 1/2	0 1/2	0 1/2	1	1	3	\$180.00	\$40.00	4.5
TOTALS:							0	0	113	102	103	123	124	125	690	\$38,796.00	\$40.12	967.0