



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25901609	Changes as of: 2/28/2018 at 11:04 AM	Version: Original Order	Total \$: \$9,255.00
CPE: //2191	Flight: 5/2/18 - 5/8/18	Station: WALA	Total Spots: 57
Agency: TARGET ENTERPRISES 15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403	Advertiser: IVEY, KAY	Market: Mobile	Total CPP: \$39.48
Product: KAY IVEY FOR GOV #2191	Office: LOS ANGELES	Primary Demo: Adults 55+	Total GRP: 234.4
Agency Order #:	Buyer: MEREDITH MARCUS	Con Type: POLITICAL/VOTE	Traffic #: 865001
	Salesperson: KATHI THORNTON 323-966-5033	Assistant: CARL SKINNER 323-966-5023	Separation:

#	Day/Time	DP	Program	Rate	A55P Rating	Len	5/2 - 5/7		Total Spots	Total \$	CPP*	GRP*
							5/2	5/7				
1	M-Tu 6:30a-7a	EM	FOX 10 NEWS 630AM	\$110.00	2.9	30	0	2		\$220.00	\$37.93	5.8
2	W-F 6:30a-7a	EM	FOX 10 NEWS 630AM	\$115.00	2.9	30	3	0		\$345.00	\$39.66	8.7
3	W-F 7a-7:30a	EM	FOX 10 NEWS 7AM	\$120.00	3.7	30	3	0		\$360.00	\$32.43	11.1
4	M-Tu 7a-7:30a	EM	FOX 10 NEWS 7AM	\$120.00	3.7	30	0	2		\$240.00	\$32.43	7.4
5	W-F 7:30a-8a	EM	FOX 10 NEWS 730AM	\$120.00	4.0	30	3	0		\$360.00	\$30.00	12.0
6	M-Tu 7:30a-8a	EM	FOX 10 NEWS 730AM	\$120.00	4.0	30	0	2		\$240.00	\$30.00	8.0
7	W-F 8:30a-9a	EM	FOX 10 NEWS 830A	\$80.00	3.3	30	3	0		\$240.00	\$24.24	9.9
8	M-Tu 8:30a-9a	EM	FOX 1- NEWS 830AM	\$80.00	3.3	30	0	2		\$160.00	\$24.24	6.6
9	W-F 3p-4p	EF	DR PHIL	\$80.00	3.2	30	3	0		\$240.00	\$25.00	9.6
10	M-Tu 3p-4p	EF	DR PHIL	\$80.00	3.2	30	0	2		\$160.00	\$25.00	6.4
11	W-F 6p-6:30p	PA	JEOPARDY	\$350.00	6.3	30	3	0		\$1,050.00	\$55.56	18.9
12	M-Tu 6p-6:30p	PA	JEOPARDY	\$350.00	6.3	30	0	2		\$700.00	\$55.56	12.6
13	W-F 4:30p-5p	EN	FOX 10 NEWS 430PM	\$100.00	3.4	30	3	0		\$300.00	\$29.41	10.2
14	M-Tu 4:30p-5p	EN	FOX 10 NEWS 430PM	\$100.00	3.4	30	0	2		\$200.00	\$29.41	6.8
15	W-F 5p-5:30p	EN	FOX 10 NEWS 5PM	\$145.00	3.9	30	3	0		\$435.00	\$37.18	11.7
16	M-Tu 5p-5:30p	EN	FOX 10 NEWS 5PM	\$145.00	3.9	30	0	2		\$290.00	\$37.18	7.8
17	W-F 5:30p-6p	EN	FOX 10 NEWS 530PM	\$150.00	4.2	30	3	0		\$450.00	\$35.71	12.6
18	M-Tu 5:30p-6p	EN	FOX 10 NEWS 530PM	\$150.00	4.2	30	0	2		\$300.00	\$35.71	8.4
19	W-F 6:30p-7p	PA	WHEEL OF FORTUNE	\$350.00	5.9	30	3	0		\$1,050.00	\$59.32	17.7
20	M-Tu 6:30p-7p	PA	WHEEL OF FORTUNE	\$350.00	5.9	30	0	2		\$700.00	\$59.32	11.8
21	Su 9:30p-10p	LN	FOX 10 NEWS SUN	\$160.00	5.4	30	1	0		\$160.00	\$29.63	5.4



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Agency: TARGET ENTERPRISES	Advertiser: IVEY, KAY	Market: Mobile	Total Spots: 57
15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403	Product: KAY IVEY FOR GOV #2191	Office: LOS ANGELES	Total CPP: \$39.48
Agency Order #:	Primary Demo: Adults 55+	Total GRP: 234.4	
Buyer: MEREDITH MARCUS	Con Type: POLITICAL/VOTE	Traffic #: 865001	
Salesperson: KATHI THORNTON 323-966-5033	Assistant: CARL SKINNER 323-966-5023	Separation:	

#	Day/Time	DP	Program	Rate	A55P Rating	Len	5/2 - 5/7		Total Spots	Total \$	CPP*	GRP*
							5/2	5/7				
22	W-F 9:30p-10p	LN	FOX 10 NEWS 930PM	\$200.00	4.3	30	3	0	3	\$600.00	\$46.51	12.9
23	M-Tu 9:30p-10p	LN	FOX 10 NEWS 930PM	\$200.00	4.3	30	0	2	2	\$400.00	\$46.51	8.6
24	Sa 9p-9:30p	LN	FOX 10 NEWS SAT	\$55.00	3.5	30	1	0	1	\$55.00	\$15.71	3.5
TOTALS:							35	22	57	\$9,255.00	\$39.48	234.4



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15260 VENTURA BLVD	Product: KAY IVEY FOR GOV #2191	Office: LOS ANGELES	Total CPP: \$39.48
SUITE 1240 SHERMAN			
OAKS CA 91403			
Agency Order #:	Buyer: MEREDITH MARCUS	Primary Demo: Adults 55+	Total GRP: 234.4
Salesperson: KATHI THORNTON	Assistant: CARL SKINNER	Con Type: POLITICAL/VOTE	Traffic #: 865001
	323-966-5033	323-966-5023	Separation:

Special Instructions	
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Competitive Information	
Market Budget:	\$28,922
WALA Share:	32%
Comment:	
WEAR:	22%
WKRQ:	33%
WPMI:	13%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
EM	23%	20	\$2,165.00	\$31.15	69.5
EF	4%	5	\$400.00	\$25.00	16.0
PA	38%	10	\$3,500.00	\$57.38	61.0
EN	21%	15	\$1,975.00	\$34.35	57.5
LN	13%	7	\$1,215.00	\$39.97	30.4
Total	100%	57	\$9,255.00	\$39.48	234.4

Monthly Summary		
Month	Spots	Dollars
2018-May	57	\$9,255.00
Total	57	\$9,255.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	2/28/18 11:07 AM					\$0	\$0	
New	2/28/18 11:04 AM	KATHI THORNTON	Confirmed	57		\$9,255.00	\$9,255.00	

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

Orders	Order / Rev:	865001
	All Order #:	25901609
	Product Desc:	KAY IVEY FOR GOV #21
	Estimate:	2191
	Flight Dates:	05/02/18 - 05/08/18
	Original Date / Rev:	03/02/18 / 03/06/18
	Order Type:	GENERAL

Agency	Name:	Target Enterprises, LLC
	Buying Contact:	
	Billing Contact:	
		15260 Ventura Blvd. Ste. 1240
		Sherman Oaks, CA 91403

Advertiser	Name:	Key Ivey for Governor
	Demographic:	A55+
	Product Codes:	Political-Cand-Governor
	Priority:	IMP
	Revenue Code 1:	POL
	Revenue Code 2:	PLC
	Revenue Code 3:	GPL

Bill Plan					
Start Date	End Date	# Spots	Gross Amount	Net Amount	
04/30/18	05/08/18	57	\$9,255.00	\$7,866.75	

Totals					
Month		# Spots	Gross Amount	Net Amount	Rating
May 2018		57	\$9,255.00	\$7,866.75	234.40
Totals		57	\$9,255.00	\$7,866.75	234.40

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	32%	\$9,255.00
Market	100%	\$28,921.88

Competitive Share	Share	Total
WAWD	0%	\$0.00
WEAR	22%	\$6,362.81
WEIQ	0%	\$0.00
WFGX	0%	\$0.00
WFNA	0%	\$0.00
WHBR	0%	\$0.00
WJTC	0%	\$0.00
WKRQ	33%	\$9,544.22
WMPV	0%	\$0.00
WPAN	0%	\$0.00
WPMI	13%	\$3,759.84
WSRE	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WALA	05/07/18	05/08/18	M-F 6-7a M-F Fox 10 News at 6-7a	CM	6a-7a (6:30 AM-7:00 AM)	MT-----	:30	2	\$110.00	IMP	2.90	NM	2	\$220.00
COMMENTS APPLY TO SUB LINES A THRU A FOX 10 NEWS 630AM															

Order / Rev:	865001	Advertiser:	Kay Ivey for Governor
Alt Order #:	25901609	Product Desc:	KAY IVEY FOR GOV #21
Flight Dates:	05/02/18 - 05/08/18	Estimate:	2191

Order / Rev: 865001
 Advertiser: Kay Ivey for Governor
 All Order #: 25901609
 Product Desc: KAY IVEY FOR GOV #21
 Flight Dates: 05/02/18 - 05/08/18
 Estimate: 2191
 WALA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N22	WALA	05/02/18	05/04/18	M-F 930-10p M-F Fox 10 News at 930p	CM	930p-1000p	--WTF--	:30	3	\$200.00	IMP	4.30	NM	3	\$600.00
COMMENTS APPLY TO SUB LINES A THRU A FOX 10 NEWS 930PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/30/18 05/06/18 --WTF-- 3 \$200.00 4.30															
N23	WALA	05/07/18	05/08/18	M-F 930-10p M-F Fox 10 News at 930p	CM	930p-1000p	MT-----	:30	2	\$200.00	IMP	4.30	NM	2	\$400.00
COMMENTS APPLY TO SUB LINES A THRU A FOX 10 NEWS 930PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 05/07/18 05/13/18 MT----- 2 \$200.00 4.30															
N24	WALA	05/05/18	05/05/18	Sa Late News Sa Fox 10 News at 9p	CM	9p-10p	-----S-	:30	1	\$55.00	IMP	3.50	NM	1	\$55.00
COMMENTS APPLY TO SUB LINES A THRU A FOX 10 NEWS SAT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 04/30/18 05/06/18 -----S- 1 \$55.00 3.50															
Totals														57	\$9,255.00