



125 West 55th St
New York, NY 10019

KATZ TELEVISION GROUP

Contract # 25901926	Changes as of: 2/28/2018 at 2:50 PM	Version: Original Order	Total \$: \$14,720.00
CPE: //2195	Flight: 5/30/18 - 6/5/18	Station: WALA	Total Spots: 152
Agency: TARGET ENTERPRISES	Advertiser: IVEY, KAY	Market: Mobile	Total CPP: \$34.30
15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403	Product: KAY IVEY FOR GOV #2195	Office: LOS ANGELES	
Agency Order #:	Primary Demo: Adults 55+	Total GRP: 429.1	
Buyer: MEREDITH MARCUS	Con Type: POLITICAL/VOTE	Traffic #: 865023	
Salesperson: KATHI THORNTON	Assistant: CARL SKINNER	Separation:	
323-966-5033	323-966-5023		

Comments: NO SPOTS TO AIR AFTER 1PM ON Monday 6/5/18.

#	Day/Time	DP	Program	Rate	A55P Rating	Len	5/30 - 6/4		Total Spots	Total \$	CPP*	GRP*
							5/30	6/4				
1	M-Tu 5a-5:30a	EM	FOX 10 NEWS 5AM	\$85.00	1.4	30	0	2	2	\$170.00	\$60.71	2.8
2	W-F 5a-5:30a	EM	FOX 10 5AM NEWS	\$60.00	1.4	30	3	0	3	\$180.00	\$42.86	4.2
3	W-F 5:30a-6a	EM	FOX 10 530AM NEWS	\$80.00	1.9	30	3	0	3	\$240.00	\$42.11	5.7
4	M-Tu 5:30a-6a	EM	FOX 10 530AM NEWS	\$80.00	1.9	30	0	2	2	\$160.00	\$42.11	3.8
5	W-F 6a-6:30a	EM	FOX 10 6AM NEWS	\$115.00	2.3	30	3	0	3	\$345.00	\$50.00	6.9
6	M-Tu 6a-6:30a	EM	FOX 10 6AM NEWS	\$115.00	2.3	30	0	2	2	\$230.00	\$50.00	4.6
7	W-F 6:30a-7a	EM	FOX 10 630AM NEWS	\$115.00	2.9	30	3	0	3	\$345.00	\$39.66	8.7
8	M-Tu 6:30a-7a	EM	FOX 10 630AM NEWS	\$115.00	2.9	30	0	2	2	\$230.00	\$39.66	5.8
9	W-F 7a-7:30a	EM	FOX 10 7AM NEWS	\$110.00	3.7	30	3	0	3	\$330.00	\$29.73	11.1
10	M-Tu 7a-7:30a	EM	FOX 10 7AM NEWS	\$110.00	3.7	30	0	2	2	\$220.00	\$29.73	7.4
11	W-F 7:30a-8a	EM	FOX 10 730AM NEWS	\$110.00	4.0	30	3	0	3	\$330.00	\$27.50	12.0
12	M-Tu 7:30a-8a	EM	FOX 10 730AM NEWS	\$110.00	4.0	30	0	2	2	\$220.00	\$27.50	8.0
13	W-F 8a-8:30a	EM	FOX 10 8AM NEWS	\$80.00	3.6	30	3	0	3	\$240.00	\$22.22	10.8
14	M-Tu 8a-8:30a	EM	FOX 10 8AM NEWS	\$80.00	3.6	30	0	2	2	\$160.00	\$22.22	7.2
15	W-F 8:30a-9a	EM	FOX 10 830AM NEWS	\$80.00	3.3	30	3	0	3	\$240.00	\$24.24	9.9
16	M-Tu 8:30a-9a	EM	FOX 10 830AM NEWS	\$80.00	3.3	30	0	2	2	\$160.00	\$24.24	6.6
17	W-F 9a-10a	DY	STUDIO 10	\$45.00	2.3	30	6	0	6	\$270.00	\$19.57	13.8
18	M-Tu 9a-10a	DY	STUDIO 10	\$45.00	2.3	30	0	4	4	\$180.00	\$19.57	9.2
19	W-F 10a-11a	DY	THE REAL	\$40.00	1.1	30	3	0	3	\$120.00	\$36.36	3.3
20	M-Tu 10a-11a	DY	THE REAL	\$40.00	1.1	30	0	2	2	\$80.00	\$36.36	2.2



**KATZ TELEVISION
GROUP**

125 West 55th St
New York, NY 10019

Contract # 25901926

CPE: //2195

Agency: TARGET
ENTERPRISES

15260 VENTURA BLVD
SUITE 1240 SHERMAN
OAKS CA 91403

Changes as of: 2/28/2018 at 2:50 PM

Flight: 5/30/18 - 6/5/18

Advertiser: IVEY, KAY

Product: KAY IVEY FOR GOV
#2195

Agency Order #:

Buyer: MEREDITH MARCUS

Salesperson: KATHI THORNTON
323-966-5033

Version: Original Order

Station: WALA

Market: Mobile

Office: LOS ANGELES

Primary Demo: Adults 55+

Con Type: POLITICAL/VOTE

Assistant: CARL SKINNER
323-966-5023

Total \$: \$14,720.00

Total Spots: 152

Total CPP: \$34.30

Total GRP: 429.1

Traffic #: 865023

Separation:

#	Day/Time	OP	Program	Rate	A55P Rating	Len	5/30 - 6/4		Total Spots	Total \$	CPP*	GRP*
							5/30	6/4				
21	W-F 11a-12n	DY	PEOPLES COURT	\$55.00	1.7	30	6	0	6	\$330.00	\$32.35	10.2
22	M-Tu 11a-12n	DY	PEOPLES COURT	\$55.00	1.7	30	0	4	4	\$220.00	\$32.35	6.8
23	W-F 12n-1p	DY	JUDGE MATHIS	\$55.00	2.4	30	6	0	6	\$330.00	\$22.92	14.4
24	M-Tu 12n-1p	DY	JUDGE MATHIS	\$55.00	2.4	30	0	4	4	\$220.00	\$22.92	9.6
25	W-F 1p-2p	DY	PEOPLES COURT	\$50.00	1.4	30	6	0	6	\$300.00	\$35.71	8.4
26	M 1p-2p	DY	PEOPLES COURT	\$50.00	1.4	30	0	2	2	\$100.00	\$35.71	2.8
27	W-F 2p-3p	DY	THE DOCTORS	\$50.00	1.5	30	3	0	3	\$150.00	\$33.33	4.5
28	M 2p-3p	DY	THE DOCTORS	\$50.00	1.5	30	0	1	1	\$50.00	\$33.33	1.5
29	W-F 3p-4p	EF	DR PHIL	\$80.00	3.2	30	6	0	6	\$480.00	\$25.00	19.2
30	M 3p-4p	EF	DR PHIL	\$80.00	3.2	30	0	2	2	\$160.00	\$25.00	6.4
31	W-F 6p-6:30p	PA	JEOPARDY	\$350.00	6.3	30	3	0	3	\$1,050.00	\$55.56	18.9
32	M 6p-6:30p	PA	JEOPARDY	\$350.00	6.3	30	0	1	1	\$350.00	\$55.56	6.3
33	W-F 4p-4:30p	EN	FOX 10 4PM NEWS	\$100.00	2.9	30	3	0	3	\$300.00	\$34.48	8.7
34	M 4p-4:30p	EN	FOX 10 4PM NEWS	\$100.00	2.9	30	0	1	1	\$100.00	\$34.48	2.9
35	W-F 4:30p-5p	EN	FOX 10 430PM NEWS	\$100.00	3.4	30	3	0	3	\$300.00	\$29.41	10.2
36	M 4:30p-5p	EN	FOX 10 430PM NEWS	\$100.00	3.4	30	0	1	1	\$100.00	\$29.41	3.4
37	W-F 5p-5:30p	EN	FOX 10 5PM NEWS	\$140.00	3.9	30	3	0	3	\$420.00	\$35.90	11.7
38	M 5p-5:30p	EN	FOX 10 5PM NEWS	\$145.00	3.9	30	0	1	1	\$145.00	\$37.18	3.9
39	M 5:30p-6p	EN	FOX 10 530PM NEWS	\$150.00	4.2	30	0	1	1	\$150.00	\$35.71	4.2
40	W-F 5:30p-6p	EN	FOX 10 530PM NEWS	\$165.00	4.2	30	3	0	3	\$495.00	\$39.29	12.6
41	W-F 6:30p-7p	PA	WHEEL OF FORTUNE	\$350.00	5.9	30	3	0	3	\$1,050.00	\$59.32	17.7



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CPE: //2195

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15260 VENTURA BLVD
SUITE 1240 SHERMAN
OAKS CA 91403

Changes as of: 2/28/2018 at 2:50 PM

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Advertiser: IVEY, KAY

Product: KAY IVEY FOR GOV
#2195

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Market: Mobile

Office: LOS ANGELES

Total \$: \$14,720.00

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Salesperson: KATHI THORNTON
323-966-5033

Primary Demo: Adults 55+

Con Type: POLITICAL/VOTE

Assltant: CARL SKINNER
323-966-5023

Total GRP: 429.1

Traffic #: 865023

Separation:

#	Day/Time	DP	Program	Rate	A55P Rating	Len	5/30 - 6/4		Total Spots	Total \$	CPP*	GRP*
							5/30	6/4				
42	M 6:30p-7p	PA	WHEEL OF FORTUNE	\$350.00	5.9	30	0	1	1	\$350.00	\$59.32	5.9
43	M 9p-9:30p	LN	FOX 10 9PM NEWS	\$225.00	4.9	30	0	1	1	\$225.00	\$45.92	4.9
44	W-F 9p-9:30p	LN	FOX 10 9PM NEWS	\$200.00	4.9	30	3	0	3	\$600.00	\$40.82	14.7
45	M 9:30p-10p	LN	FOX 10 930PM NEWS	\$200.00	4.3	30	0	1	1	\$200.00	\$46.51	4.3
46	W-F 9:30p-10p	LN	FOX 10 930PM NEWS	\$175.00	4.3	30	3	0	3	\$525.00	\$40.70	12.9
47	W-F 10p-10:30p	LN	FOX 10 10PM NEWS	\$150.00	3.9	30	3	0	3	\$450.00	\$38.46	11.7
48	M 10p-10:30p	LN	FOX 10 10PM NEWS	\$150.00	3.9	30	0	1	1	\$150.00	\$38.46	3.9
49	M 10:30p-11p	LF	PAGE 6 TV	\$40.00	1.2	30	0	1	1	\$40.00	\$33.33	1.2
50	W-F 10:30p-11p	LF	PAGE 6 TV	\$50.00	1.2	30	3	0	3	\$150.00	\$41.67	3.6
51	W-F 11p-11:30p	LF	MOM	\$25.00	1.0	30	3	0	3	\$75.00	\$25.00	3.0
52	M 11p-11:30p	LF	MOM	\$25.00	1.0	30	0	1	1	\$25.00	\$25.00	1.0
53	Sa 6a-6:30a	EM	FOX 10 SAT AM NEWS	\$20.00	1.6	30	1	0	1	\$20.00	\$12.50	1.6
54	Sa 6:30a-7a	EM	FOX 10 SAT AM NEWS	\$20.00	2.2	30	1	0	1	\$20.00	\$9.09	2.2
55	Sa 7a-7:30a	EM	FOX 10 SAT AM NEWS	\$45.00	2.7	30	1	0	1	\$45.00	\$16.67	2.7
56	Sa 7:30a-8a	EM	FOX NEWS SAT	\$45.00	3.2	30	1	0	1	\$45.00	\$14.06	3.2
57	Sa 9p-9:30p	LN	FOX 10 SAT PM NEWS	\$55.00	3.5	30	1	0	1	\$55.00	\$15.71	3.5
58	Sa 9:30p-10p	LN	FOX 10 SAT PM NEWS	\$55.00	2.1	30	1	0	1	\$55.00	\$26.19	2.1
59	Sa 10p-10:30p	LF	MOM	\$20.00	1.4	30	1	0	1	\$20.00	\$14.29	1.4
60	Su 6a-6:30a	EM	FOX 10 SUN AM NEWS	\$20.00	1.4	30	1	0	1	\$20.00	\$14.29	1.4
61	Su 6:30p-7p	EM	FOX 10 SUN AM NEWS	\$20.00	2.1	30	1	0	1	\$20.00	\$9.52	2.1
62	Su 7a-7:30a	EM	FOX 10 SUN AM NEWS	\$20.00	1.1	30	1	0	1	\$20.00	\$18.18	1.1



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Agency: TARGET ENTERPRISES	Advertiser: IVEY, KAY	Market: Mobile	Total Spots: 152
15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403	Product: KAY IVEY FOR GOV #2195	Office: LOS ANGELES	Total CPP: \$34.30
Agency Order #:	Primary Demo: Adults 55+	Total GRP: 429.1	
Buyer: MEREDITH MARCUS	Con Type: POLITICAL/VOTE	Traffic #: 865023	
Salesperson: KATHI THORNTON 323-966-5033	Assistant: CARL SKINNER 323-966-5023	Separation:	

#	Day/Time	DP	Program	Rate	A55P Rating	Len	5/30 - 6/4		Total Spots	Total \$	CPP*	GRP*
							5/30	6/4				
63	Su 8a-9a	EM	FOX NEWS SUNDAY	\$40.00	1.8	30	1	0	1	\$40.00	\$22.22	1.8
64	Su 9p-9:30p	LN	FOX 10 SUN PM NEWS	\$160.00	5.2	30	1	0	1	\$160.00	\$30.77	5.2
65	Su 9:30p-10p	LN	FOX 10 SUN PM NEWS	\$160.00	5.4	30	1	0	1	\$160.00	\$29.63	5.4
TOTALS:							106	46	152	\$14,720.00	\$34.30	429.1



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Agency: TARGET ENTERPRISES	Advertiser: IVEY, KAY	Market: Mobile	Total Spots: 152
15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403	Product: KAY IVEY FOR GOV #2195	Office: LOS ANGELES	Total CPP: \$34.30
Agency Order #:	Primary Demo: Adults 55+	Total GRP: 429.1	
Buyer: MEREDITH MARCUS	Con Type: POLITICAL/VOTE	Traffic #: 865023	
Salesperson: KATHI THORNTON	Assistant: CARL SKINNER	Separation:	
323-966-5033	323-966-5023		

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
02/28/18 2:50 PM	KATHI THORNTON	NO SPOTS TO AIR AFTER 1PM ON Monday 6/5/18.

Competitive Information	
Market Budget:	\$46,000
WALA Share:	32%
Comment:	
WEAR:	22%
WKRQ:	33%
WPMI:	13%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
EM	27%	48	\$4,030.00	\$30.62	131.6
DY	16%	47	\$2,350.00	\$27.10	86.7
EF	4%	8	\$640.00	\$25.00	25.6
PA	19%	8	\$2,800.00	\$57.38	48.8
EN	14%	16	\$2,010.00	\$34.90	57.6
LN	18%	16	\$2,580.00	\$37.61	68.6
LF	2%	9	\$310.00	\$30.39	10.2
Total	100%	152	\$14,720.00	\$34.30	429.1

Monthly Summary		
Month	Spots	Dollars
2018-Jun	152	\$14,720.00
Total	152	\$14,720.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	2/28/18 2:54 PM					\$0	\$0	
New	2/28/18 2:50 PM	KATHI THORNTON	Confirmed	152		\$14,720.00	\$14,720.00	

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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KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25901926	Changes as of: 3/2/2018 at 4:07 PM	Version: Current Slate Version 1	
CPE: //2195	Flight: 5/30/18 - 6/5/18	Station: WALA	Total \$: \$14,720.00
Agency: TARGET ENTERPRISES	Advertiser: IVEY, KAY	Market: Mobile	Total Spots: 152
15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403	Product: KAY IVEY FOR GOV #2195	Office: LOS ANGELES	Total CPP: \$34.30
Agency Order #:	Buyer: MEREDITH MARCUS	Primary Demo: Adults 55+	Total GRP: 429.1
Salesperson: KATHI THORNTON	323-966-5033	Con Type: POLITICAL/VOTE	Traffic #: 865023
		Assistant: CARL SKINNER	Separation:
		323-966-5023	

Comments: NO SPOTS TO AIR AFTER 1PM ON Monday 6/5/18.

#	Day/Time	DP	Program	Rate	A55P Rating	Len	5/30 - 6/4		Total Spots	Total \$	CPP*	GRP*
							5/30	6/4				
1	M-Tu 5a-5:30a	EM	FOX 10 NEWS 5AM	\$85.00	1.4	30	0	2	2	\$170.00	\$60.71	2.8
2	W-F 5a-5:30a	EM	FOX 10 5AM NEWS	\$60.00	1.4	30	3	0	3	\$180.00	\$42.86	4.2
3	W-F 5:30a-6a	EM	FOX 10 530AM NEWS	\$80.00	1.9	30	3	0	3	\$240.00	\$42.11	5.7
4	M-Tu 5:30a-6a	EM	FOX 10 530AM NEWS	\$80.00	1.9	30	0	2	2	\$160.00	\$42.11	3.8
5	W-F 6a-6:30a	EM	FOX 10 6AM NEWS	\$115.00	2.3	30	3	0	3	\$345.00	\$50.00	6.9
6	M-Tu 6a-6:30a	EM	FOX 10 6AM NEWS	\$115.00	2.3	30	0	2	2	\$230.00	\$50.00	4.6
7	W-F 6:30a-7a	EM	FOX 10 630AM NEWS	\$115.00	2.9	30	3	0	3	\$345.00	\$39.66	8.7
8	M-Tu 6:30a-7a	EM	FOX 10 630AM NEWS	\$115.00	2.9	30	0	2	2	\$230.00	\$39.66	5.8
9	W-F 7a-7:30a	EM	FOX 10 7AM NEWS	\$110.00	3.7	30	3	0	3	\$330.00	\$29.73	11.1
10	M-Tu 7a-7:30a	EM	FOX 10 7AM NEWS	\$110.00	3.7	30	0	2	2	\$220.00	\$29.73	7.4
11	W-F 7:30a-8a	EM	FOX 10 730AM NEWS	\$110.00	4.0	30	3	0	3	\$330.00	\$27.50	12.0
12	M-Tu 7:30a-8a	EM	FOX 10 730AM NEWS	\$110.00	4.0	30	0	2	2	\$220.00	\$27.50	8.0
13	W-F 8a-8:30a	EM	FOX 10 8AM NEWS	\$80.00	3.6	30	3	0	3	\$240.00	\$22.22	10.8
14	M-Tu 8a-8:30a	EM	FOX 10 8AM NEWS	\$80.00	3.6	30	0	2	2	\$160.00	\$22.22	7.2
15	W-F 8:30a-9a	EM	FOX 10 830AM NEWS	\$80.00	3.3	30	3	0	3	\$240.00	\$24.24	9.9
16	M-Tu 8:30a-9a	EM	FOX 10 830AM NEWS	\$80.00	3.3	30	0	2	2	\$160.00	\$24.24	6.6
17	W-F 9a-10a	DY	STUDIO 10	\$45.00	2.3	30	6	0	6	\$270.00	\$19.57	13.8
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19	W-F 10a-11a	DY	THE REAL	\$40.00	1.1	30	3	0	3	\$120.00	\$36.36	3.3
20	M-Tu 10a-11a	DY	THE REAL	\$40.00	1.1	30	0	2	2	\$80.00	\$36.36	2.2



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SUITE 1240 SHERMAN
OAKS CA 91403

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Office: LOS ANGELES

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Con Type: POLITICAL/VOTE

Traffic #: 865023

Assistant: CARL SKINNER
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24	M-Tu 12n-1p	DY	JUDGE MATHIS	\$55.00	2.4	30	0	4	4	\$220.00	\$22.92	9.6
25	W-F 1p-2p	DY	PEOPLES COURT	\$50.00	1.4	30	6	0	6	\$300.00	\$35.71	8.4
26	M 1p-2p	DY	PEOPLES COURT	\$50.00	1.4	30	0	2	2	\$100.00	\$35.71	2.8
27	W-F 2p-3p	DY	THE DOCTORS	\$50.00	1.5	30	3	0	3	\$150.00	\$33.33	4.5
28	M 2p-3p	DY	THE DOCTORS	\$50.00	1.5	30	0	1	1	\$50.00	\$33.33	1.5
29	W-F 3p-4p	EF	DR PHIL	\$80.00	3.2	30	6	0	6	\$480.00	\$25.00	19.2
30	M 3p-4p	EF	DR PHIL	\$80.00	3.2	30	0	2	2	\$160.00	\$25.00	6.4
31	W-F 6p-6:30p	PA	JEOPARDY	\$350.00	6.3	30	3	0	3	\$1,050.00	\$55.56	18.9
32	M 6p-6:30p	PA	JEOPARDY	\$350.00	6.3	30	0	1	1	\$350.00	\$55.56	6.3
33	W-F 4p-4:30p	EN	FOX 10 4PM NEWS	\$100.00	2.9	30	3	0	3	\$300.00	\$34.48	8.7
34	M 4p-4:30p	EN	FOX 10 4PM NEWS	\$100.00	2.9	30	0	1	1	\$100.00	\$34.48	2.9
35	W-F 4:30p-5p	EN	FOX 10 430PM NEWS	\$100.00	3.4	30	3	0	3	\$300.00	\$29.41	10.2
36	M 4:30p-5p	EN	FOX 10 430PM NEWS	\$100.00	3.4	30	0	1	1	\$100.00	\$29.41	3.4
37	W-F 5p-5:30p	EN	FOX 10 5PM NEWS	\$140.00	3.9	30	3	0	3	\$420.00	\$35.90	11.7
38	M 5p-5:30p	EN	FOX 10 5PM NEWS	\$145.00	3.9	30	0	1	1	\$145.00	\$37.18	3.9
39	M 5:30p-6p	EN	FOX 10 530PM NEWS	\$150.00	4.2	30	0	1	1	\$150.00	\$35.71	4.2
40	W-F 5:30p-6p	EN	FOX 10 530PM NEWS	\$165.00	4.2	30	3	0	3	\$495.00	\$39.29	12.6
41	W-F 6:30p-7p	PA	WHEEL OF FORTUNE	\$350.00	5.9	30	3	0	3	\$1,050.00	\$59.32	17.7



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25901926

CPE: //2195

Agency: TARGET ENTERPRISES

15260 VENTURA BLVD
SUITE 1240 SHERMAN
OAKS CA 91403

Changes as of: 3/2/2018 at 4:07 PM

Flight: 5/30/18 - 6/5/18

Advertiser: IVEY, KAY

Product: KAY IVEY FOR GOV
#2195

Version: Current State Version 1

Station: WALA

Market: Mobile

Office: LOS ANGELES

Total \$: \$14,720.00

Total Spots: 152

Total CPP: \$34.30

Agency Order #:

Buyer: MEREDITH MARCUS

Salesperson: KATHI THORNTON
323-966-5033

Primary Demo: Adults 55+

Con Type: POLITICAL/VOTE

Assistant: CARL SKINNER
323-966-5023

Total GRP: 429.1

Traffic #: 865023

Separation:

#	Day/Time	DP	Program	Rate	A55P Rating	Len	5/30 - 6/4		Total Spots	Total \$	CPP*	GRP*
							5/30	6/4				
42	M 6:30p-7p	PA	WHEEL OF FORTUNE	\$350.00	5.9	30	0	1	1	\$350.00	\$59.32	5.9
43	M 9p-9:30p	LN	FOX 10 9PM NEWS	\$225.00	4.9	30	0	1	1	\$225.00	\$45.92	4.9
44	W-F 9p-9:30p	LN	FOX 10 9PM NEWS	\$200.00	4.9	30	3	0	3	\$600.00	\$40.82	14.7
45	M 9:30p-10p	LN	FOX 10 930PM NEWS	\$200.00	4.3	30	0	1	1	\$200.00	\$46.51	4.3
46	W-F 9:30p-10p	LN	FOX 10 930PM NEWS	\$175.00	4.3	30	3	0	3	\$525.00	\$40.70	12.9
47	W-F 10p-10:30p	LN	FOX 10 10PM NEWS	\$150.00	3.9	30	3	0	3	\$450.00	\$38.46	11.7
48	M 10p-10:30p	LN	FOX 10 10PM NEWS	\$150.00	3.9	30	0	1	1	\$150.00	\$38.46	3.9
49	M 10:30p-11p	LF	PAGE 6 TV	\$40.00	1.2	30	0	1	1	\$40.00	\$33.33	1.2
50	W-F 10:30p-11p	LF	PAGE 6 TV	\$50.00	1.2	30	3	0	3	\$150.00	\$41.67	3.6
51	W-F 11p-11:30p	LF	MOM	\$25.00	1.0	30	3	0	3	\$75.00	\$25.00	3.0
52	M 11p-11:30p	LF	MOM	\$25.00	1.0	30	0	1	1	\$25.00	\$25.00	1.0
53	Sa 6a-6:30a	EM	FOX 10 SAT AM NEWS	\$20.00	1.6	30	1	0	1	\$20.00	\$12.50	1.6
54	Sa 6:30a-7a	EM	FOX 10 SAT AM NEWS	\$20.00	2.2	30	1	0	1	\$20.00	\$9.09	2.2
55	Sa 7a-7:30a	EM	FOX 10 SAT AM NEWS	\$45.00	2.7	30	1	0	1	\$45.00	\$16.67	2.7
56	Sa 7:30a-8a	EM	FOX NEWS SAT	\$45.00	3.2	30	1	0	1	\$45.00	\$14.06	3.2
57	Sa 9p-9:30p	LN	FOX 10 SAT PM NEWS	\$55.00	3.5	30	1	0	1	\$55.00	\$15.71	3.5
58	Sa 9:30p-10p	LN	FOX 10 SAT PM NEWS	\$55.00	2.1	30	1	0	1	\$55.00	\$26.19	2.1
59	Sa 10p-10:30p	LF	MOM	\$20.00	1.4	30	1	0	1	\$20.00	\$14.29	1.4
60	Su 6a-6:30a	EM	FOX 10 SUN AM NEWS	\$20.00	1.4	30	1	0	1	\$20.00	\$14.29	1.4
61	Su 6:30p-7p	EM	FOX 10 SUN AM NEWS	\$20.00	2.1	30	1	0	1	\$20.00	\$9.52	2.1
62	Su 7a-7:30a	EM	FOX 10 SUN AM NEWS	\$20.00	1.1	30	1	0	1	\$20.00	\$18.18	1.1



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25901926

Changes as of: 3/2/2018 at 4:07 PM

Version: Current Slate Version 1

CPE: //2195

Flight: 5/30/18 - 6/5/18

Station: WALA

Total \$: \$14,720.00

Agency: TARGET ENTERPRISES

Advertiser: IVEY, KAY

Market: Mobile

Total Spots: 152

15260 VENTURA BLVD
SUITE 1240 SHERMAN
OAKS CA 91403

Product: KAY IVEY FOR GOV
#2195

Office: LOS ANGELES

Total CPP: \$34.30

Agency Order #:

Primary Demo: Adults 55+

Total GRP: 429.1

Buyer: MEREDITH MARCUS

Con Type: POLITICAL/VOTE

Traffic #: 865023

Salesperson: KATHI THORNTON
323-966-5033

Assistant: CARL SKINNER
323-966-5023

Separation:

#	Day/Time	DP	Program	Rate	A55P Rating	Len	5/30 - 6/4		Total Spots	Total \$	CPP*	GRP*
							5/30	6/4				
63	Su 8a-9a	EM	FOX NEWS SUNDAY	\$40.00	1.8	30	1	0	1	\$40.00	\$22.22	1.8
64	Su 9p-9:30p	LN	FOX 10 SUN PM NEWS	\$160.00	5.2	30	1	0	1	\$160.00	\$30.77	5.2
65	Su 9:30p-10p	LN	FOX 10 SUN PM NEWS	\$160.00	5.4	30	1	0	1	\$160.00	\$29.63	5.4
TOTALS:							106	46	152	\$14,720.00	\$34.30	429.1



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25901926	Changes as of: 3/2/2018 at 4:07 PM	Version: Current Slate Version 1	
CPE: //2195	Flight: 5/30/18 - 6/5/18	Station: WALA	Total \$: \$14,720.00
Agency: TARGET ENTERPRISES	Advertiser: IVEY, KAY	Market: Mobile	Total Spots: 152
15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403	Product: KAY IVEY FOR GOV #2195	Office: LOS ANGELES	Total CPP: \$34.30
Agency Order #:	Primary Demo: Adults 55+	Total GRP: 429.1	
Buyer: MEREDITH MARCUS	Con Type: POLITICAL/VOTE	Traffic #: 865023	
Salesperson: KATHI THORNTON	Assistant: CARL SKINNER	Separation:	
323-966-5033	323-966-5023		

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
02/28/18 2:50 PM	KATHI THORNTON	NO SPOTS TO AIR AFTER 1PM ON Monday 6/5/18.

Competitive Information

Market Budget:	\$46,000
WALA Share:	32%
Comment:	
WEAR:	22%
WKRK:	33%
WPMI:	13%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
EM	27%	48	\$4,030.00	\$30.62	131.6
DY	16%	47	\$2,350.00	\$27.10	86.7
EF	4%	8	\$640.00	\$25.00	25.6
PA	19%	8	\$2,800.00	\$57.38	48.8
EN	14%	16	\$2,010.00	\$34.90	57.6
LN	18%	16	\$2,580.00	\$37.61	68.6
LF	2%	9	\$310.00	\$30.39	10.2
Total	100%	152	\$14,720.00	\$34.30	429.1

Monthly Summary

Month	Spots	Dollars
2018-Jun	152	\$14,720.00
Total	152	\$14,720.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	2/28/18 2:54 PM					\$0	\$0	
New	2/28/18 2:50 PM	KATHI THORNTON	Confirmed	152		\$14,720.00	\$14,720.00	

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.

ORDER



Orders

Order / Rev:	865023
Alt Order #:	25901926
Product Desc:	KAY IVEY FOR GOV #21
Estimate:	2195
Flight Dates:	05/30/18 - 06/05/18
Original Date / Rev:	03/02/18 / 03/06/18
Order Type:	GENERAL

WALA
Kathi Thornton
E-LAX
National

Agency

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

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser

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

New Business Thru:
Order Separation:
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/18	06/05/18	152	\$14,720.00	\$12,512.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2018	152	\$14,720.00	\$12,512.00	429.10
Totals	152	\$14,720.00	\$12,512.00	429.10

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%	\$14,720.00
Market	100%	\$46,000.00

Competitive Share	Share	Total
WAWD	0%	\$0.00
WEAR	22%	\$10,120.00
WEIQ	0%	\$0.00
WFGX	0%	\$0.00
WFNA	0%	\$0.00
WHBR	0%	\$0.00
WJTC	0%	\$0.00
WKRQ	33%	\$15,180.00
WMPV	0%	\$0.00
WPAN	0%	\$0.00
WPMI	13%	\$5,980.00
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	06/04/18	06/05/18	M-F 5-530a	CM	5a-530a	MT-----	:30	2	\$85.00	IMP	1.40	NM	2	\$170.00

COMMENTS APPLY TO SUB LINES A THRU A
FOX 10 NEWS 5AM

Order / Rev:	865023	Advertiser:	Kay Ivey for Governor
Alt Order #:	25901926	Product Desc:	KAY IVEY FOR GOV #21
Flight Dates:	05/30/18 - 06/05/18	Estimate:	2195

Order / Rev:	865023	Advertiser:	Kay Ivey for Governor
Alt Order #:	25901926	Product Desc:	KAY IVEY FOR GOV #21
Flight Dates:	05/30/18 - 06/05/18	Estimate:	2195

Order / Rev: 865023 Advertiser: Kay Ivey for Governor
 All Order #: 25901926 Product Desc: KAY IVEY FOR GOV #21 WALA
 Flight Dates: 05/30/18 - 06/05/18 Estimate: 2195

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N43	WALA	06/04/18	06/04/18	M-F 9-930p M-F Fox 10 News at 9p COMMENTS APPLY TO SUB LINES A THRU A FOX 10 9PM NEWS	CM	9p-930p	M-----	:30	1	\$225.00	IMP	4.90	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 06/04/18	06/10/18	M-----	1	\$225.00	4.90								
N44	WALA	05/30/18	06/01/18	M-F 9-930p M-F Fox 10 News at 9p COMMENTS APPLY TO SUB LINES A THRU A FOX 10 9PM NEWS	CM	9p-930p	--WTF--	:30	3	\$200.00	IMP	4.90	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 05/28/18	06/03/18	--WTF--	3	\$200.00	4.90								
N45	WALA	06/04/18	06/04/18	M-F 930-10p M-F Fox 10 News at 930p COMMENTS APPLY TO SUB LINES A THRU A FOX 10 930PM NEWS	CM	930p-1000p	M-----	:30	1	\$200.00	IMP	4.30	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 06/04/18	06/10/18	M-----	1	\$200.00	4.30								
N46	WALA	05/30/18	06/01/18	M-F 930-10p M-F Fox 10 News at 930p COMMENTS APPLY TO SUB LINES A THRU A FOX 10 930PM NEWS	CM	930p-1000p	--WTF--	:30	3	\$175.00	IMP	4.30	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 05/28/18	06/03/18	--WTF--	3	\$175.00	4.30								
N47	WALA	05/30/18	06/01/18	M-F 10p-1030p M-F 10p-1030p COMMENTS APPLY TO SUB LINES A THRU A FOX 10 10PM NEWS	CM	M-F 10p-1030p	--WTF--	:30	3	\$150.00	IMP	3.90	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 05/28/18	06/03/18	--WTF--	3	\$150.00	3.90								
N48	WALA	06/04/18	06/04/18	M-F 1030-11p M-F 1030-1100p COMMENTS APPLY TO SUB LINES A THRU A FOX 10 10PM NEWS	CM	M-F 10p-1030p	M-----	:30	1	\$150.00	IMP	3.90	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 06/04/18	06/10/18	M-----	1	\$150.00	3.90								
N49	WALA	06/04/18	06/04/18	M-F 1030-11p M-F 1030-1100p COMMENTS APPLY TO SUB LINES A THRU A PAGE 6 TV	CM	1030p-1100p	M-----	:30	1	\$40.00	IMP	1.20	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 06/04/18	06/10/18	M-----	1	\$40.00	1.20								
N50	WALA	05/30/18	06/01/18	M-F 1030-11p M-F 1030-1100p COMMENTS APPLY TO SUB LINES A THRU A PAGE 6 TV	CM	1030p-1100p	--WTF--	:30	3	\$50.00	IMP	1.20	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 05/28/18	06/03/18	--WTF--	3	\$50.00	1.20								
N51	WALA	05/30/18	06/01/18	M-F 11p-1130p M-F 11p-1130p COMMENTS APPLY TO SUB LINES A THRU A MOM	CM	11p-1130p	--WTF--	:30	3	\$25.00	IMP	1.00	NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 05/28/18	06/03/18	--WTF--	3	\$25.00	1.00								
N52	WALA	06/04/18	06/04/18	M-F 11p-1130p M-F 11p-1130p COMMENTS APPLY TO SUB LINES A THRU A MOM	CM	11p-1130p	M-----	:30	1	\$25.00	IMP	1.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 06/04/18	06/10/18	M-----	1	\$25.00	1.00								
N53	WALA	06/02/18	06/02/18	Sat FOX 10 News 6-7a Sat FOX 10 News 6-7a COMMENTS APPLY TO SUB LINES A THRU A	CM	Sat 6-7a (6:00 AM-6:30 AM)	-----S-	:30	1	\$20.00	IMP	1.60	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 06/04/18	06/10/18	M-----	1	\$20.00	1.60								

Order / Rev: 865023
 Alt Order #: 25901926
 Flight Dates: 05/30/18 - 06/05/18

Advertiser: Kay Ivey for Governor
 Product Desc: KAY IVEY FOR GOV #21
 Estimate: 2195

WALA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N64	WALA	06/03/18	06/03/18	Su 9-930p Su Fox 10 News at 9p COMMENTS APPLY TO SUB LINES A THRU A FOX 10 SUN PM NEWS	CM	9p-930p	-----S	:30	1	\$160.00	IMP	5.20	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 05/28/18		06/03/18	06/03/18	-----S	1	\$160.00	5.20								
N65	WALA	06/03/18	06/03/18	Su 930-10p Su Fox 10 News at 930p COMMENTS APPLY TO SUB LINES A THRU A FOX 10 SUN PM NEWS	CM	930p-10p	-----S	:30	1	\$160.00	IMP	5.40	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 05/28/18		06/03/18	06/03/18	-----S	1	\$160.00	5.40								
													Totals	152	\$14,720.00