



125 West 55th St
New York, NY 10019

Contract # 26232897	Changes as of: 11/2/2018 at 3:41 PM	Version: Current State Version 3
CPE: 942/978/6686	Flight: 10/30/18 - 11/6/18	Station: WKEF
Agency: NEW MEDIA FIRM	Advertiser: Zack Space for OH Auditor	Market: Dayton
1322 G ST , SE	Product: Candidate	Office: PHILADELPHIA
WASHINGTON, DC 20003	Agency Order #: 7900540	Service: Nielsen
	Buyer: Certo, Michele	Primary Demo:
	Salesperson: FRAN BROWN 215-563-5400	Assistant: FRAN BROWN 215-563-5400
	Separation:	
		Con Type: POLITICAL/VOTE
		Total \$: \$1,245.00
		Total Spots: 11
		Total CPP: \$0.00
		Total GRP:
		Traffic #: 3555052

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	Len	10/30 - 11/6								Total Spots	Total \$	CPP*	GRP*
						10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6				
1	Tu-F,M 6a-6:30a		FOX 45 News in the Morning on ABC	\$45.00	30	1	0	0	0	0	0	0	0	1	\$45.00	\$0.00	0.0
2	Tu-F,M 6:30a-7a		FOX 45 News in the Morning on ABC	\$45.00	30	0	0	0	1	0	0	0	0	1	\$45.00	\$0.00	0.0
3	Tu-F,M 7a-8a		Good Morning America	\$70.00	30	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
4	Sa 8a-9a		Good Morning America Sat.	\$75.00	30	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
5	Su 8a-9a		Good Morning America Sunday	\$75.00	30	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
6	Tu-F,M 6p-6:30p		FOX 45 News At Six on ABC	\$85.00	30	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
7	Sa 6p-6:30p		FOX 45 News on ABC	\$85.00	30	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
8	Su 6p-6:30p		FOX 45 News on ABC	\$85.00	30	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
9	Tu-F,M 9a-10a		Family Feud / Funny You Should Ask	\$35.00	30	1	0	0	0	0	0	0	0	1	\$35.00	\$0.00	0.0
10	Tu-F,M 7a-8a		Good Morning America	\$150.00	30	1	0	0	0	0	0	0	0	1	\$150.00	\$0.00	0.0
11	Sa 8a-9a		Good Morning America Sat.	\$150.00	30	0	0	0	0	1	0	0	0	1	\$150.00	\$0.00	0.0
12	Su 8a-9a		Good Morning America Sunday	\$150.00	30	0	0	0	0	0	1	0	0	1	\$150.00	\$0.00	0.0
13	Tu-F,M 6p-6:30p		FOX 45 News At Six on ABC	\$150.00	30	1	0	1	0	0	0	0	0	2	\$300.00	\$0.00	0.0
14	Sa 6p-6:30p		FOX 45 News on ABC	\$150.00	30	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
15	Su 6p-6:30p		FOX 45 News on ABC	\$150.00	30	0	0	0	0	0	1	0	0	1	\$150.00	\$0.00	0.0
16	Tu-F 5a-5:30a		AM NEWS	\$70.00	30	0	1	0	0	0	0	0	0	1	\$70.00	\$0.00	0.0
17	Sa 7p-8p		FOX 45 News on ABC	\$150.00	30	0	0	0	0	1	0	0	0	1	\$150.00	\$0.00	0.0
TOTALS:						4	1	1	1	2	2	0	0	11	\$1,245.00	\$0.00	0.0



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		Total CPP: \$0.00
		Total GRP:
		Traffic #: 3555052

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
11/02/18 1:15 PM	Heather Starrett	PLS SEE LN 14 FOR N/A AND MG OFFER' PLS ADV THANK YOU
10/29/18 11:21 AM	Heather Starrett	PLS SEE LNS 1-9 FOR RATE CHANGES AND N/AS PLS SEE LN 16 FOR ADD TO SCHEDULE NEW TTL \$1245 PLS ADV THANK YOU
10/29/18 11:01 AM	System	Notice Received.
10/28/18 9:57 PM	FRAN BROWN	Separation: 30

Competitive Information	
Market Budget:	\$13,889
WKEF Share:	9%
Comment:	
WRGT:	8%
Unknown:	83%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	11	\$1,245.00	N/A	0.0
Total	100%	11	\$1,245.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2018-Nov	11	\$1,245.00
Total	11	\$1,245.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 2	11/2/18 1:15 PM	Heather Starrett	Confirmed	1	1	\$0	\$1,245.00	Changes: 2 buylines added or modified.
Queued for Electronic Contracting	10/29/18 12:28 PM					\$0	\$0	
Makegood 1	10/29/18 11:21 AM	Heather Starrett	Confirmed	8	16	\$-5.00	\$1,245.00	Changes: Total \$ from \$1,250.00 to \$1,245.00, Total Spots from 19 to 11. 16 buylines added or modified.
New	10/28/18 9:57 PM	FRAN BROWN	Confirmed	19		\$1,250.00	\$1,250.00	

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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