

125 West 55th St New York, NY 10019 Contract # 28398806 Changes as of: 5/8/2024 at 4:59 PM Version: Original Order

Salesperson: TREVOR HEATON

202-955-5342

Agency: DEL CIELO MEDIA Advertiser: KEYSTONE RENEWAL (ADIMPACT)

PO BOX 25458 Product: Order ALEXANDRIA, VA Agency Order #: 17064

ALEXANDRIA, VA Agency Order #: 170 22313

Office: WASHINGTON

Service: Nielsen Total CPP: \$5,225.00

Con Type: POLITICAL/VOTE

Total \$: \$2,090.00

Total Spots: 20

Buyer: Yonkers, Jeanne Primary Demo: Adults 50+ Total GRP: 0.4

Assistant: TREVOR HEATON 202-955-5342

Station: WPNT

Market: Pittsburgh

Separation:

											5	/29 - 6	3/4	Total	Total		
Day/Time	DP	Program	Rate	A50P Rating	Len	5/29	5/30	5/31	6/1	6/2	6/3	6/4		Spots	\$	CPP*	GRP*
W-F,M-Tu 5p-5:30p		Last Man Standing				1	1	1	0	0	1	1		5	\$625.00	\$0.00	0.0
W-F,M-Tu 5:30p-6p		Last Man Standing	\$125.00	0.0	30	1	1	1	0	0	1	1		5	\$625.00	\$0.00	0.0
W-F,M-Tu 11p-12m		News: The National Desk	\$100.00	0.0	30	1	0	0	0	0	0	0		1	\$100.00	\$0.00	0.0
W-F,M-Tu 12m-1a		CH 11 News Repeat	\$60.00	0.0	30	1	1	1	0	0	1	1		5	\$300.00	\$0.00	0.0
Su 12m-1a		Channel 11 News On Fox 53 at 10 (Rebroadcast)	\$60.00	0.0	30	0	0	0	0	1	0	0		1	\$60.00	\$0.00	0.0
Su 10p-11p		9-1-1	\$60.00	0.0	30	0	0	0	0	1	0	0		1	\$60.00	\$0.00	0.0
Sa-Su 12:30p-6p		LIV Golf	\$160.00	0.2	30	0	0	0	1	1	0	0		2	\$320.00	\$800.00	0.4
	W-F,M-Tu 5p-5:30p W-F,M-Tu 2:5:30p-6p W-F,M-Tu 3:11p-12m W-F,M-Tu 1:2m-1a Su 1:12m-1a Su 1:12m-1a Su 1:12m-1a Su 1:12m-1a Su 1:12m-1a	W-F,M-Tu 5p-5:30p W-F,M-Tu 5:30p-6p W-F,M-Tu 311p-12m W-F,M-Tu 112m-1a Su 12m-1a Su 11p-11p Sa-Su	W-F,M-Tu	W-F,M-Tu 5p-5:30p	# Day/Time DP Program Rate A50P Rating Len 5/29 5/30 5/31 6/1 6/2 6/3 W-F,M-Tu 5p-5:30p Last Man Standing \$125.00 0.0 30 1 1 1 0 0 1 W-F,M-Tu 1:5:30p-6p Last Man Standing \$125.00 0.0 30 1 1 1 0 0 0 1 W-F,M-Tu 1:1p-12m News: The National Desk \$100.00 0.0 30 1 0 0 0 0 0 W-F,M-Tu 1:2m-1a CH 11 News Repeat \$60.00 0.0 30 1 1 1 0 0 0 1 Su Channel 11 News On Fox 53 at 10 (Rebroadcast) \$60.00 0.0 30 0 0 0 0 1 0 Su Su Su Sa-Su	# Day/Time DP Program Rate A50P Rating Len 5/29 5/30 5/31 6/1 6/2 6/3 6/4 W-F,M-Tu 5p-5:30p Last Man Standing \$125.00 0.0 30 1 1 1 0 0 1 1 W-F,M-Tu 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	W-F,M-Tu Standing Standing	Pay/Time DP Program Rate A50P Rating Len 5/29 5/30 5/31 6/1 6/2 6/3 6/4 Spots	# Day/Time DP Program Rate A50P Rating Len 5/29 5/30 5/31 6/1 6/2 6/3 6/4 Spots \$ W-F,M-Tu 5p-5:30p Last Man Standing \$125.00 0.0 30 1 1 1 0 0 0 1 1	# Day/Time DP Program Rate A50P Rating Len 5/29 5/30 5/31 6/1 6/2 6/3 6/4 Spots \$ CPP* W-F,M-Tu 5p-5:30p Last Man Standing \$125.00 0.0 30 1 1 1 1 0 0 1 1 1 5 \$625.00 \$0.00 W-F,M-Tu 5:30p-6p Last Man Standing \$125.00 0.0 30 1 1 1 1 0 0 0 1 1 1 5 \$625.00 \$0.00 W-F,M-Tu News: The National Desk \$100.00 0.0 30 1 1 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0							

\$5,225. TOTALS: 4 3 3 1 3 3 3 20 \$2,090.00 00 0.4



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CPE: 2550/529604/529604 Flight: 5/29/24 - 6/4/24

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(ADIMPACT) PO BOX 25458

ALEXANDRIA, VA

22313

Product: Order

Advertiser: KEYSTONE RENEWAL

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Market: Pittsburgh

Assistant: TREVOR HEATON 202-955-5342

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Salesperson: TREVOR HEATON

Separation:

Special Instructions

Competitive Information							
Market Budget:	\$209,000						
WPNT Share:	1%						
Comment:							
Unknown:	99%						

Daypart Summary								
Day/Time	% Distrib	Spots	Dollars	CPP	GRP			
	100%	20	\$2,090.00	\$5,225.00	0.4			
Total	100%	20	\$2,090.00	\$5,225.00	0.4			

Monthly Summary								
Month	Spots	Dollars						
2024-Jun	20	\$2,090.00						
Total	20	\$2,090.00						

Con Type: POLITICAL/VOTE

Total \$: \$2.090.00

	Transaction History							
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic								
Contracting	5/9/24 8:08 AM					\$0	\$0	
New	5/8/24 4:59 PM	TREVOR HEATON	New	20		\$2,090.00	\$2,090.00	

Non-Discrimi	nation
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.