



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 27874328	<b>Changes as of:</b> 8/3/2022 at 10:54 AM	<b>Version:</b> Current State Version 2
<b>CPE:</b> 1326/1371/11279	<b>Flight:</b> 8/4/22 - 8/8/22	<b>Station:</b> WYTV
<b>Agency:</b> Sena Kozar Strategies	<b>Advertiser:</b> Friends of Whaley - Stephens	<b>Market:</b> Youngstown-Warren
<b>1322 G St, SE</b>	<b>Product:</b> Candidate	<b>Office:</b> WASHINGTON
<b>Washington, DC 20003</b>	<b>Agency Order #:</b> 11885460	<b>Service:</b> Nielsen
	<b>Buyer:</b> Certo, Michele	<b>Primary Demo:</b> Adults 35+
	<b>Salesperson:</b> SHANNAN YALLOF	<b>Assistant:</b> SHANNAN YALLOF
	<b>212-373-8131</b>	<b>212-373-8131</b>
<b>Separation:</b>		<b>Total Spots:</b> 44
<b>Comments:</b> Separation: 30;PopulationBuyType: CPP		<b>Total CPP:</b> \$0.00
		<b>Total GRP:</b>
		<b>Con Type:</b> POLITICAL/VOTE
		<b>Total \$:</b> \$2,445.00

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/4 - 8/8					Total Spots	Total \$	CPP*	GRP*
							8/4	8/5	8/6	8/7	8/8				
1	Th-F,M-W 6:30a-7a		Daybreak 6AM	\$87.50	0	15	0	2	0	0	2	4	\$350.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B														
2	Th-F,M-W 7a-8a		Good Morning America	\$87.50	0	15	2	0	0	0	0	2	\$175.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B														
3	Sa 9a-10a		Good Morning America Saturday	\$62.50	0	15	0	0	2	0	0	2	\$125.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B														
4	Su 9a-10a		This Week	\$62.50	0	15	0	0	0	2	0	2	\$125.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B														
5	Th-F,M-W 9a-10a		Rachael Ray	\$25.00	0	15	2	2	0	0	2	6	\$150.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B														
6	Th-F,M-W 11a-12n		The View	\$37.50	0	15	2	2	0	0	2	6	\$225.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B														
7	Th-F,M-W 1p-2p		GMA3: What You Need To Know	\$25.00	0	15	2	0	0	0	0	2	\$50.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B														
8	Th-F,M-W 2p-3p		General Hospital	\$37.50	0	15	2	2	0	0	2	6	\$225.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B														
9	Th-F,M-W 5:30p-6p		Jeopardy	\$37.50	0	15	2	0	0	0	0	2	\$75.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B														
10	Sa 6p-6:30p		33 News at 6PM	\$100.00	0	15	0	0	2	0	0	2	\$200.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B														
11	Th-F,M-W 7:30p-8p		Entertainment Tonight	\$67.50	0	15	0	2	0	0	2	4	\$270.00	\$0.00	0.0
	[BOOKENDS] Changes: Len from 15 to 15B														



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<b>Agency:</b> Sena Kozar Strategies	<b>Advertiser:</b> Friends of Whaley - Stephens	<b>Market:</b> Youngstown-Warren	<b>Total \$:</b> \$2,445.00
1322 G St, SE	<b>Product:</b> Candidate	<b>Office:</b> WASHINGTON	<b>Total Spots:</b> 44
Washington, DC 20003	<b>Agency Order #:</b> 11885460	<b>Service:</b> Nielsen	<b>Total CPP:</b> \$0.00
	<b>Buyer:</b> Certo, Michele	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b>
	<b>Salesperson:</b> SHANNAN YALLOF 212-373-8131	<b>Assistant:</b> SHANNAN YALLOF 212-373-8131	
<b>Separation:</b>			

#	Day/Time	DP	Program	Rate	A35P Rating	Len	8/4 - 8/8					Total Spots	Total \$	CPP*	GRP*
							8/4	8/5	8/6	8/7	8/8				
12	Sa 7p-7:30p		Big Bang Theory	\$37.50	0	15	0	0	2	0	0	2	\$75.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B															
13	Sa 11p-11:35p		33 News at 11PM	\$100.00	0	15	0	0	2	0	0	2	\$200.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B															
14	Su 11p-11:35p		33 News at 11PM	\$100.00	0	15	0	0	0	2	0	2	\$200.00	\$0.00	0.0
[BOOKENDS] Changes: Len from 15 to 15B															
<b>TOTALS:</b>							12	10	8	4	10	44	\$2,445.00	\$0.00	0.0



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	<b>Separation:</b>	

**Con Type:** POLITICAL/VOTE  
**Total \$:** \$2,445.00  
**Total Spots:** 44  
**Total CPP:** \$0.00  
**Total GRP:**

<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
08/03/22 10:54 AM	SHANNAN YALLOF	Separation: 30;PopulationBuyType: CPP
08/03/22 10:54 AM	SHANNAN YALLOF	Separation: 30;PopulationBuyType: CPP

Competitive Information	
<b>Market Budget:</b>	\$24,450
<b>WYTV Share:</b>	10%
<b>Comment:</b>	
<b>Unknown:</b>	90%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	44	\$2,445.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>44</b>	<b>\$2,445.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2022-Aug	44	\$2,445.00
<b>Total</b>	<b>44</b>	<b>\$2,445.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	8/3/22 12:01 PM					\$0	\$0	
Revision	8/3/22 10:54 AM	SHANNAN YALLOF	Revised			\$0	\$2,445.00	Changes: Demo Meta to [R16]. 14 buylines added or modified.
New	8/3/22 10:53 AM	SHANNAN YALLOF	New	44		\$2,445.00	\$2,445.00	

<b>Non-Discrimination Policy</b>	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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