

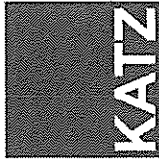
125 West 55th St  
New York, NY 10019

# KATZ TELEVISION GROUP

Contract # 26145127      Changes as of: 9/13/2018 at 7:53 AM      Version: Highlighting Revision 2  
CPE: 336/423/5114      Flight: 9/10/18 - 9/18/18      Station: KOB  
Agency: STRATEGIC MEDIA      Advertiser: BUEHLER, KNUTE      Market: Medford-Ashland  
SERVICES  
1911 NORTH FT MYER      Product: Candidate      Office: PHILADELPHIA  
DRIVE      Agency Order #: 7720289      Service: Nielsen  
SUITE 400      Buyer: Osborne, TJ      Primary Demo: Adults 35+  
ARLINGTON, VA      Salesperson: SHEPARD RITZEN      Assistant: SHEPARD RITZEN  
20009      215-567-7950      215-567-7950  
Traffic #: 25297

Comments: due to 2x na prev order, added 2x here in 15-16...also applied MKGD fr in 6,8 to in 13-14

#	Day/Time	DP	Program	Rate	A35P Rating	Len	9/10 - 9/13										Total Spots	Total \$	CPP*	GRP*
							9/10	9/11	9/12	9/13	9/14	9/15	9/16	9/17	9/18					
REV- 6	M-F 6:30p-7p		NBC5 NWS @6PM	\$65.00	0	30	1	0	0	1	0	0	0	1	0	0	2	\$130.00	\$0.00	0.0
Target 200268 Index: 125, Nielsen: 0																				
REV- 8	M 10p-11p		AGT	\$200.00	0	30	1	0	0	0	0	0	0	1	0	0	1	\$200.00	\$0.00	0.0
Target 200268 Index: 123, Nielsen: 0 Changes: Program from AGT to AGT																				
REV+ 13	M 8p-8:30p		NBC5 NWS @6PM	\$65.00	0.0	30	0	0	0	0	0	0	0	0	1	0	1	\$65.00	\$0.00	0.0
Target 200268 Index: 125, Nielsen: 0																				
REV+ 14	M 10p-11p		Dateline	\$200.00	0.0	30	0	0	0	0	0	0	0	0	1	0	1	\$200.00	\$0.00	0.0
Target 200268 Index: 123, Nielsen: 0																				
REV+ 15	M 5p-8p		Emmys	\$600.00	0.0	30	0	0	0	0	0	0	0	0	1	0	1	\$600.00	\$0.00	0.0
REV+ 16	M-F 9p-10p		Dateline	\$200.00	0.0	30	0	0	0	0	0	0	0	0	1	0	1	\$200.00	\$0.00	0.0
TOTALS:							6	5	2	5	4	0	0	7	8	37	\$4,025.00	\$0.00	0.0	



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CPE: 336/423/5114      Flight: 9/10/18 - 9/18/18      Station: KOBI  
Agency: STRATEGIC MEDIA      Advertiser: BUEHLER, KNUTE      Market: Medford-Ashland  
SERVICES      Product: Candidate      Office: PHILADELPHIA  
1911 NORTH FT MYER      Agency Order #: 7720289      Service: Nielsen      Total Spots: 37  
DRIVE      Buyer: Osborne, TJ      Primary Demo: Adults 35+      Total CPP: \$0.00  
SUITE 400      Salesperson: SHEPARD RITZEN      Assistant: SHEPARD RITZEN      Traffic #: 25297  
ARLINGTON, VA      215-567-7950      Separation: 30

Special Instructions
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Order Level Comments		
Date/Time	Added by	Comment
09/13/18 7:53 AM	SHEPARD RITZEN	due to 2x na prev order, added 2x here in 15-16...also applied MKGDD fr In6.8 to In13-14
09/13/18 7:53 AM	SHEPARD RITZEN	Canceled by new revision
09/12/18 10:04 AM	Connie Eaton	Line 8 Program change due to the EMMY's see offer
09/07/18 12:29 PM	SHEPARD RITZEN	Line 6 News moves due to EMMY's see offer
09/07/18 12:29 PM	SHEPARD RITZEN	Separation: 30
09/07/18 12:29 PM	SHEPARD RITZEN	Separation: 30

Competitive Information	
Market Budget: \$15,481	
KOB Share: 26%	
Comment: est share	
Unknown: 74%	

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	37	\$4,025.00	N/A
	100%	37	\$4,025.00	N/A
Total				0.0

Monthly Summary		
Month	Spots	Dollars
2018-Sep	37	\$4,025.00
Total	37	\$4,025.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot#	Spot- \$ Chg
Revision	9/13/18 7:53 AM	SHEPARD RITZEN	Revised	2	\$800.00
Makegood 1	9/12/18 10:04 AM	Connie Eaton	Canceled	2	\$0
Queued for Electronic Contracting	9/7/18 12:43 PM				
Revision	9/7/18 12:29 PM	SHEPARD RITZEN	Confirmed	1	\$0
New	9/7/18 12:24 PM	SHEPARD RITZEN	New	34	\$3,225.00
					Changes: Total Spots from 34 to 35, Demo Meta to [R16], 10 buylines added or modified.
					Changes: 4 buylines added or modified.
					Changes: Total Spots from 35 to 37, Calculated Dollars from \$3,225.00 to \$4,025.00, Competitive Market Budget from \$12,404 to \$15,481, Comments from Separation: 30 to due to 2x na prev order, added 2x here in 15-16...also applied MKGDD fr In6.8 to In13-14, Origuser Entered Dollars to \$3,225.00, User Entered \$ from \$0.00 to \$4,025.00, Total \$ from \$3,225.00 to \$4,025.00, 6 buylines added or modified.

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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