



KATZ TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 26039565	Changes as of: 6/20/2018 at 1:05 PM	Version: Current State Version 1
CPE: 617/1140/9614	Flight: 6/21/18 - 7/2/18	Station: WALA
Agency: AMER MEDIA & ADVOCACY GROUP	Advertiser: Rick Scott for US Senate	Market: Mobile
815 SLATERS LANE	Product: FL SENATE	Office: PHILADELPHIA
ALEXANDRIA, VA 22314	Agency Order #: 7465411	Service: Nielsen
Buyer: MediaAssistant, AMAG	Primary Demo: Adults 35+	Total Spots: 22
Salesperson: SHEPARD RITZEN	Assistant: SHEPARD RITZEN	Total CPP: \$200.43
215-567-7950	215-567-7950	Total GRP: 78.3
		Traffic #: 886825

Separation:

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	6/21 - 7/2												Total Spots	Total \$	CPP*	GRP*
							6/21	6/22	6/23	6/24	6/25	6/26	6/27	6/28	6/29	6/30	7/1	7/2				
1	Th-F,M-W 6:30p-7p		WHEEL-FORTNE	\$850.00	4.7	30	1	1	0	0	1	0	1	0	1	0	0	1	6	\$5,100.00	\$180.08	28.3
2	Th-F,M-W 6p-6:30p		JEOPARDY	\$800.00	4.2	30	1	0	0	0	0	1	1	1	0	0	0	1	5	\$4,000.00	\$188.68	21.2
3	Th-W 9a-3p		FIFA WC GRP STG	\$600.00	2.9	30	1	1	1	1	1	1	1	1	0	0	0	0	8	\$4,800.00	\$206.90	23.2
4	Sa-M 9a-3p		FIFA WC RD16	\$600.00	1.9	30	0	0	0	0	0	0	0	0	0	1	1	1	3	\$1,800.00	\$320.86	5.6
TOTALS:							3	2	1	1	2	2	3	2	1	1	1	3	22	\$15,700.00	\$200.43	78.3



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CPE: 617/1140/9614	Flight: 6/21/18 - 7/2/18	Station: WALA	Con Type: POLITICAL/VOTE
Agency: AMER MEDIA & ADVOCACY GROUP	Advertiser: Rick Scott for US Senate	Market: Mobile	Total \$: \$15,700.00
815 SLATERS LANE	Product: FL SENATE	Office: PHILADELPHIA	Total Spots: 22
ALEXANDRIA, VA 22314	Agency Order #: 7465411	Service: Nielsen	Total CPP: \$200.43
	Buyer: MediaAssistant, AMAG	Primary Demo: Adults 35+	Total GRP: 78.3
	Salesperson: SHEPARD RITZEN	Assistant: SHEPARD RITZEN	Traffic #: 886825
	215-567-7950	215-567-7950	
	Separation:		

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
06/20/18 1:05 PM	System	Notice Received.
06/20/18 7:51 AM	SHEPARD RITZEN	Separation: 30

Competitive Information	
Market Budget:	\$87,222
WALA Share:	18%
Comment:	est share
Unknown:	82%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	22	\$15,700.00	\$200.43	78.3
Total	100%	22	\$15,700.00	\$200.43	78.3

Monthly Summary		
Month	Spots	Dollars
2018-Jun	7	\$4,900.00
2018-Jul	15	\$10,800.00
Total	22	\$15,700.00

Transaction History							
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$
Queued for Electronic Contracting	6/20/18 8:23 AM					\$0	\$0
New	6/20/18 7:39 AM	SHEPARD RITZEN	Confirmed	22		\$15,700.00	\$15,700.00

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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Order / Rev: 886825
 Alt Order #: 26039565
 Flight Dates: 06/21/18 - 07/02/18

Advertiser: Rick Scott For US Senate
 Product Desc: FL SENATE
 Estimate: 9614

WALA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/18/18	06/24/18	---T---	1	\$850.00	0.00								
N 2	WALA	06/22/18	06/22/18	M-F 630-7p	CM	630p-7p	----F--	:30	1	\$850.00PMT	0.00	NM		1	\$850.00
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/18/18	06/24/18	----F--	1	\$850.00	0.00								
N 3	WALA	06/25/18	06/25/18	M-F 630-7p	CM	630p-7p	M-----	:30	1	\$850.00PMT	0.00	NM		1	\$850.00
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/18/18	07/01/18	M-----	1	\$850.00	0.00								
N 4	WALA	06/27/18	06/27/18	M-F 630-7p	CM	630p-7p	--W----	:30	1	\$850.00PMT	0.00	NM		1	\$850.00
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/25/18	07/01/18	M-----	1	\$850.00	0.00								
N 5	WALA	06/29/18	06/29/18	M-F 630-7p	CM	630p-7p	----F--	:30	1	\$850.00PMT	0.00	NM		1	\$850.00
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/25/18	07/01/18	--W----	1	\$850.00	0.00								
N 6	WALA	07/02/18	07/02/18	M-F 630-7p	CM	630p-7p	M-----	:30	1	\$850.00PMT	0.00	NM		1	\$850.00
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/25/18	07/01/18	----F--	1	\$850.00	0.00								
N 7	WALA	06/21/18	06/21/18	M-F 6-630p	CM	6p-630p	---T---	:30	1	\$800.00PMT	0.00	NM		1	\$800.00
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		07/02/18	07/08/18	M-----	1	\$850.00	0.00								
N 8	WALA	06/26/18	06/26/18	M-F 6-630p	CM	6p-630p	-T-----	:30	1	\$800.00PMT	0.00	NM		1	\$800.00
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/18/18	06/24/18	---T---	1	\$800.00	0.00								
N 9	WALA	06/27/18	06/27/18	M-F 6-630p	CM	6p-630p	--W----	:30	1	\$800.00PMT	0.00	NM		1	\$800.00
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/25/18	07/01/18	-T-----	1	\$800.00	0.00								
N 10	WALA	06/28/18	06/28/18	M-F 6-630p	CM	6p-630p	---T---	:30	1	\$800.00PMT	0.00	NM		1	\$800.00
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/25/18	07/01/18	--W----	1	\$800.00	0.00								
N 11	WALA	07/02/18	07/02/18	M-F 6-630p	CM	6p-630p	M-----	:30	1	\$800.00PMT	0.00	NM		1	\$800.00
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/25/18	07/01/18	---T---	1	\$800.00	0.00								
N 12	WALA	06/21/18	06/21/18	World Cup Match	CM	Various (10:00 AM-3:00 PM)	---T---	:30	1	\$600.00FNP	0.00	NM		1	\$600.00
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		07/02/18	07/08/18	M-----	1	\$800.00	0.00								
N 13	WALA	06/22/18	06/22/18	World Cup Match	CM	Various (10:00 AM-12:00 PM)	----F--	:30	1	\$600.00FNP	0.00	NM		1	\$600.00
WHEEL-FORTNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		06/18/18	06/24/18	---T---	1	\$600.00	0.00								

FIFA WC GRP STG

World Cup Match

CM

Various (10:00 AM-12:00 PM)

:30

1

\$600.00FNP 0.00 NM

1

\$600.00

