



125 West 55th St  
New York, NY 10019

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

**Con Type:** POLITICAL/VOTE  
**Total \$:** \$15,700.00  
**Total Spots:** 22  
**Total CPP:** \$200.43  
**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
<b>TOTALS:</b>							<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>22</b>	<b>\$15,700.00</b>	<b>\$200.43</b>	<b>78.3</b>



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<b>Agency:</b> AMER MEDIA & ADVOCACY GROUP	<b>Advertiser:</b> Rick Scott for US Senate	<b>Market:</b> Mobile
815 SLATERS LANE	<b>Product:</b> FL SENATE	<b>Office:</b> PHILADELPHIA
ALEXANDRIA, VA 22314	<b>Agency Order #:</b> 7465411	<b>Service:</b> Nielsen
	<b>Buyer:</b> MediaAssistant, AMAG	<b>Primary Demo:</b> Adults 35+
	<b>Salesperson:</b> SHEPARD RITZEN	<b>Assistant:</b> SHEPARD RITZEN
	215-567-7950	215-567-7950
	<b>Separation:</b>	

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**Total \$:** \$15,700.00  
**Total Spots:** 22  
**Total CPP:** \$200.43  
**Total GRP:** 78.3  
**Traffic #:** 886825

<b>Special Instructions</b>	
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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	
<b>Market Budget:</b>	\$87,222
<b>WALA Share:</b>	18%
<b>Comment:</b>	est share
<b>Unknown:</b>	82%

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

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

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
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	

<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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# ORDER



**Orders**  
**Order / Rev:** 886825  
**Alt Order #:** 26039565  
**Product Desc:** FL SENATE  
**Estimate:** 9614  
**Flight Dates:** 06/21/18 - 07/02/18  
**Original Date / Rev:** 06/20/18 / 06/21/18  
**Order Type:** GENERAL

**WALA**  
 Shepard Ritzen  
 E-PHI  
 National

**Agency**  
**Name:** American Media & Advocacy Group  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Rick Scott For US Senate  
**Demographic:** A35+  
**Product Codes:** Political-Cand-State-Senate  
**Priority:** FNP  
**Revenue Code 1:** POL  
**Revenue Code 2:** PLC  
**Revenue Code 3:** SPL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/18	06/24/18	7	\$4,900.00	\$4,165.00
06/25/18	07/02/18	15	\$10,800.00	\$9,180.00
<b>Totals</b>		<b>22</b>	<b>\$15,700.00</b>	<b>\$13,345.00</b>

Month	# Spots	Gross Amount	Net Amount	Rating
June 2018	7	\$4,900.00	\$4,165.00	0.00
July 2018	15	\$10,800.00	\$9,180.00	0.00
<b>Totals</b>	<b>22</b>	<b>\$15,700.00</b>	<b>\$13,345.00</b>	<b>0.00</b>

**Account Executives**  
 Account Executive: Shepard Ritzen  
 Sales Office: Shepard Ritzen  
 Sales Region: Start Of Order - End Of Order  
 Start Date / End Date: Start Of Order - End Of Order  
 Order %: 100%

Order Share	Share	Total
WALA	18%	\$15,700.00
Market	100%	\$87,222.22

Competitive Share	Share	Total
WAWD	0%	\$0.00
WEAR	63%	\$54,950.00
WEIQ	0%	\$0.00
WFGX	0%	\$0.00
WFNA	0%	\$0.00
WHBR	0%	\$0.00
WJTC	0%	\$0.00
WKRQ	11%	\$9,594.44
WMPV	0%	\$0.00
WPAN	0%	\$0.00
WPMI	8%	\$6,977.78
WSRE	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WALA	06/21/18	06/21/18	M-F 630-7p	CM	630p-7p	---T---	:30	1	\$850.00	PMT	0.00	NM	1	\$850.00

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	
N 2	WALA	06/22/18	06/22/18	M-F 630-7p	CM	630p-7p	----F--	:30	1	\$850.00	PMT	0.00	NM	1	\$850.00	
		<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									
				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	\$850.00	PMT	0.00	NM	1	\$850.00	
		<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									
				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	\$850.00	PMT	0.00	NM	1	\$850.00	
		<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									
				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 5	WALA	06/29/18	06/29/18	M-F 630-7p	CM	630p-7p	----F--	:30	1	\$850.00	PMT	0.00	NM	1	\$850.00	
		<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									
				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 6	WALA	07/02/18	07/02/18	M-F 630-7p	CM	630p-7p	M-----	:30	1	\$850.00	PMT	0.00	NM	1	\$850.00	
		<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									
				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 7	WALA	06/21/18	06/21/18	M-F 6-630p	CM	6p-630p	---T---	:30	1	\$800.00	PMT	0.00	NM	1	\$800.00	
		<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									
				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 8	WALA	06/26/18	06/26/18	M-F 6-630p	CM	6p-630p	-T-----	:30	1	\$800.00	PMT	0.00	NM	1	\$800.00	
		<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		-T-----	1	\$800.00	0.00									
				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		-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	\$800.00	PMT	0.00	NM	1	\$800.00	
		<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									
				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 10	WALA	06/28/18	06/28/18	M-F 6-630p	CM	6p-630p	---T---	:30	1	\$800.00	PMT	0.00	NM	1	\$800.00	
		<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									
				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 11	WALA	07/02/18	07/02/18	M-F 6-630p	CM	6p-630p	M-----	:30	1	\$800.00	PMT	0.00	NM	1	\$800.00	
		<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	\$800.00	0.00									
				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	\$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	\$600.00	FNP	0.00	NM	1	\$600.00	
		<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	\$600.00	0.00									
				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	\$600.00	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	\$600.00	FNP	0.00	NM	1	\$600.00	
		<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	\$600.00	0.00									
				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	\$600.00	0.00									

FIFA W/C GRP STG

World Cup Match

CM

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

:30

1

\$600.00FNP 0.00 NM

1

\$600.00

Order / Rev: 888625  
 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
N14	WALA	06/23/18	06/23/18	World Cup Match	CM	Various (10:00 AM-12:00 PM)	-----S-	:30	1	\$600.00	FNP	0.00	NIM	1	\$600.00
		Week: 06/18/18 - 06/24/18		Weekdays		-----S-			1	\$600.00		0.00			
		FIFA WC GRP STG		Weekdays		-----S-			1	\$600.00		0.00			
N15	WALA	06/24/18	06/24/18	World Cup Match	CM	Various (1:00 PM-3:00 PM)	-----S	:30	1	\$600.00	FNP	0.00	NIM	1	\$600.00
		Week: 06/18/18 - 06/24/18		Weekdays		-----S			1	\$600.00		0.00			
		FIFA WC GRP STG		Weekdays		-----S			1	\$600.00		0.00			
N16	WALA	06/25/18	06/25/18	World Cup Match	CM	Various (1:00 PM-3:00 PM)	M-----	:30	1	\$600.00	FNP	0.00	NIM	1	\$600.00
		Week: 06/18/18 - 06/24/18		Weekdays		M-----			1	\$600.00		0.00			
		FIFA WC GRP STG		Weekdays		M-----			1	\$600.00		0.00			
N17	WALA	06/26/18	06/26/18	World Cup Match	CM	Various (1:00 PM-3:00 PM)	-T-----	:30	1	\$600.00	FNP	0.00	NIM	1	\$600.00
		Week: 06/25/18 - 07/01/18		Weekdays		-T-----			1	\$600.00		0.00			
		FIFA WC GRP STG		Weekdays		-T-----			1	\$600.00		0.00			
N18	WALA	06/27/18	06/27/18	World Cup Match	CM	Various (9:00 AM-11:00 AM)	---W----	:30	1	\$600.00	FNP	0.00	NIM	1	\$600.00
		Week: 06/25/18 - 07/01/18		Weekdays		---W----			1	\$600.00		0.00			
		FIFA WC GRP STG		Weekdays		---W----			1	\$600.00		0.00			
N19	WALA	06/28/18	06/28/18	World Cup Match	CM	Various (1:00 PM-3:00 PM)	---T---	:30	1	\$600.00	FNP	0.00	NIM	1	\$600.00
		Week: 06/25/18 - 07/01/18		Weekdays		---T---			1	\$600.00		0.00			
		FIFA WC GRP STG		Weekdays		---T---			1	\$600.00		0.00			
N20	WALA	06/30/18	06/30/18	World Cup Match	CM	Various (1:00 PM-3:00 PM)	-----S-	:30	1	\$600.00	FNP	0.00	NIM	1	\$600.00
		Week: 06/25/18 - 07/01/18		Weekdays		-----S-			1	\$600.00		0.00			
		FIFA WC RD16		Weekdays		-----S-			1	\$600.00		0.00			
N21	WALA	07/01/18	07/01/18	World Cup Match	CM	Various (1:00 PM-3:00 PM)	-----S	:30	1	\$600.00	FNP	0.00	NIM	1	\$600.00
		Week: 06/25/18 - 07/01/18		Weekdays		-----S			1	\$600.00		0.00			
		FIFA WC RD16		Weekdays		-----S			1	\$600.00		0.00			
N22	WALA	07/02/18	07/02/18	World Cup Match	CM	Various (1:00 PM-3:00 PM)	M-----	:30	1	\$600.00	FNP	0.00	NIM	1	\$600.00
		Week: 07/02/18 - 07/08/18		Weekdays		M-----			1	\$600.00		0.00			
		FIFA WC RD16		Weekdays		M-----			1	\$600.00		0.00			
Totals														22	\$15,700.00