



125 West 55th St
New York, NY 10019

Contract # 28398383	Changes as of: 5/7/2024 at 3:43 PM	Version: Highlighting Revision 1
CPE: 655/874/5355	Flight: 5/14/24 - 5/20/24	Station: WXOW
Agency: TOTAL VIDEO PLACEMENTS PO Box 1051 New Albany, OH 43054	Advertiser: FIX WASHINGTON PAC	Market: La Crosse
Product: WI-SEN 2024	Agency Order #: 13418447	Office: WASHINGTON
Buyer: Brennan, Martin	Salesperson: SHEPARD RITZEN 215-567-7950	Service: Nielsen
Separation:		Primary Demo: Adults 35+
		Assistant: SHEPARD RITZEN 215-567-7950
		Con Type: POLITICAL/VOTE
		Total \$: \$26,775.00
		Total Spots: 57
		Total CPP: \$0.00
		Total GRP:
		Traffic #: 64158

Comments: Separation: 15;PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	A35P Rating	Len	5/14 - 5/20							Total Spots	Total \$	CPP*	GRP*
							5/14	5/15	5/16	5/17	5/18	5/19	5/20				
1	Tu-F,M 5a-6a		Daybreak	\$300.00	0	30	1	1	1	1	0	0	1	5	\$1,500.00	\$0.00	0.0
1313601 Index: 98																	
2	Tu-F,M 6a-7a		Daybreak	\$500.00	0	30	1	1	1	1	0	0	1	5	\$2,500.00	\$0.00	0.0
1313601 Index: 96																	
3	Tu-F,M 7a-9a		Good Morning America	\$500.00	0	30	2	2	2	2	0	0	2	10	\$5,000.00	\$0.00	0.0
1313601 Index: 96																	
4	Sa 6a-7a		Wake Up Wisconsin	\$500.00	0	30	0	0	0	0	1	0	0	1	\$500.00	\$0.00	0.0
1313601 Index: 94																	
5	Sa 7a-8a		Good Morning America	\$500.00	0	30	0	0	0	0	1	0	0	1	\$500.00	\$0.00	0.0
1313601 Index: 95																	
6	Su 5:30a-6a		Upfront with Mike Gousha	\$75.00	0	30	0	0	0	0	0	1	0	1	\$75.00	\$0.00	0.0
1313601 Index: 87																	
7	Su 6a-7a		Wake Up Wisconsin	\$500.00	0	30	0	0	0	0	0	1	0	1	\$500.00	\$0.00	0.0
1313601 Index: 94																	
8	Su 7a-8a		Good Morning America	\$500.00	0	30	0	0	0	0	0	1	0	1	\$500.00	\$0.00	0.0
1313601 Index: 95																	
9	Tu-F,M 9a-10a		Live With Kelly & Mark	\$150.00	0	30	1	1	1	1	0	0	1	5	\$750.00	\$0.00	0.0
1313601 Index: 93																	
REV- 10	Tu-F,M 11a-12n		News 19 Midday	\$250.00	0	30	1	1	1	1	0	0	1	0	\$0.00	\$0.00	0.0
1313601 Index: 87																	
11	Tu-F,M 5p-5:30p		News19 Live @ 5P	\$750.00	0	30	1	1	1	1	0	0	1	5	\$3,750.00	\$0.00	0.0
1313601 Index: 96																	
12	Tu-F,M 6p-6:30p		News19 @ 6P	\$900.00	0	30	1	1	1	1	0	0	1	5	\$4,500.00	\$0.00	0.0
1313601 Index: 99																	
13	Tu-F,M 10p-10:35p		News19 @ 10P	\$900.00	0	30	1	1	1	0	0	0	1	4	\$3,600.00	\$0.00	0.0
1313601 Index: 100																	



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Buyer: Brennan, Martin	Primary Demo: Adults 35+	Total GRP:
Salesperson: SHEPARD RITZEN 215-567-7950	Assistant: SHEPARD RITZEN 215-567-7950	Traffic #: 64158
Separation:		

#	Day/Time	DP	Program	Rate	A35P Rating	Len	5/14 - 5/20							Total Spots	Total \$	CPP*	GRP*		
							5/14	5/15	5/16	5/17	5/18	5/19	5/20						
14	Tu-F,M 10:35p-11:37p		Jimmy Kimmel Live-ABC	\$150.00	0	30	1	1	1	1	0	0	1	5	\$750.00	\$0.00	0.0		
<i>1313601 Index: 97</i>																			
15	F 7p-8p		Shark Tank-ABC	\$600.00	0	30	0	0	0	1	0	0	0	1	\$600.00	\$0.00	0.0		
<i>1313601 Index: 102</i>																			
16	F 8p-10p		20/20 (2 hours)-ABC	\$500.00	0	30	0	0	0	1	0	0	0	1	\$500.00	\$0.00	0.0		
<i>1313601 Index: 102</i>																			
REV+ 17	M-F 11:37p-12:07a		Nightline	\$150.00	0.0	30	0	1	0	1	0	1	0	0	1	5	\$750.00	\$0.00	0.0
REV+ 18	Sa 8a-9a		News	\$500.00	0.0	30	0	0	0	0	0	0	1	0	0	1	\$500.00	\$0.00	0.0
TOTALS:							10	10	10	11	3	3	10	57	\$26,775.00	\$0.00	0.0		



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		Con Type: POLITICAL/VOTE Total \$: \$26,775.00
		Total Spots: 57 Total CPP: \$0.00 Total GRP: Traffic #: 64158

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
05/07/24 3:43 PM	SHEPARD RITZEN	Separation: 15;PopulationBuyType: CPP
05/07/24 3:43 PM	SHEPARD RITZEN	Separation: 15;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$95,625
WXOW Share:	28%
Comment:	est share
Unknown:	72%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	57	\$26,775.00	N/A	0.0
Total	100%	57	\$26,775.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2024-May	57	\$26,775.00
Total	57	\$26,775.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	5/7/24 3:43 PM					\$0	\$0	
Revision	5/7/24 3:43 PM	SHEPARD RITZEN	Revised	1		\$0	\$26,775.00	Changes: Demo Meta to [R16], Total Spots from 56 to 57. 3 buylines added or modified.
New	5/7/24 3:33 PM	SHEPARD RITZEN	New	56		\$26,775.00	\$26,775.00	

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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