



125 West 55th St
New York, NY 10019

Contract # 28397979	Changes as of: 5/6/2024 at 8:46 PM	Version: Current State Version 2
CPE: 655/874/5342	Flight: 5/7/24 - 5/13/24	Station: WXOW
Agency: TOTAL VIDEO PLACEMENTS PO Box 1051 New Albany, OH 43054	Advertiser: FIX WASHINGTON PAC	Market: La Crosse
Agency Order #: 13414790	Product: WI-SEN 2024	Office: WASHINGTON
Buyer: Brennan, Martin	Service: Nielsen	Con Type: POLITICAL/VOTE
Salesperson: SHEPARD RITZEN 215-567-7950	Primary Demo:	Total \$: \$26,775.00
Separation:	Assistant: SHEPARD RITZEN 215-567-7950	Total Spots: 54
Comments: Separation: 15;PopulationBuyType: CPP		Total CPP: \$0.00
		Total GRP: 64104

#	Day/Time	DP	Program	Rate	Len	5/7 - 5/13							Total Spots	Total \$	CPP*	GRP*
						5/7	5/8	5/9	5/10	5/11	5/12	5/13				
1	Tu-F,M 5a-6a		Daybreak	\$300.00	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	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	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	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	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	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	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	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	30	1	1	1	1	0	0	1	5	\$750.00	\$0.00	0.0
1313601 Index: 93																
10	Tu-F,M 11a-12n		News 19 Midday	\$250.00	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
1313601 Index: 87																
11	Tu-F,M 5p-5:30p		News19 Live @ 5P	\$750.00	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	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	30	1	1	1	0	0	0	1	4	\$3,600.00	\$0.00	0.0
1313601 Index: 100																



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Separation:	Assistant: SHEPARD RITZEN 215-567-7950	Total CPP: \$0.00
		Total GRP:
		Traffic #: 64104

#	Day/Time	DP	Program	Rate	Len	5/7 - 5/13							Total Spots	Total \$	CPP*	GRP*
						5/7	5/8	5/9	5/10	5/11	5/12	5/13				
14	Tu-F,M 10:35p-11:37p		Jimmy Kimmel Live-ABC	\$150.00	30	1	1	1	1	0	0	1	5	\$750.00	\$0.00	0.0
1313601 Index: 97																
15	F 7p-8p		Shark Tank-ABC	\$600.00	30	0	0	0	1	0	0	0	1	\$600.00	\$0.00	0.0
1313601 Index: 102																
16	F 8p-10p		20/20 (2 hours)-ABC	\$500.00	30	0	0	0	1	0	0	0	1	\$500.00	\$0.00	0.0
1313601 Index: 102																
17	Sa 6a-7a		Wake Up Wisconsin	\$500.00	30	0	0	0	0	1	0	0	1	\$500.00	\$0.00	0.0
1313601 Index: 94																
18	Sa 7a-8a		Good Morning America	\$500.00	30	0	0	0	0	1	0	0	1	\$500.00	\$0.00	0.0
1313601 Index: 95																
19	Tu-F,M 5a-6a		Daybreak	\$250.00	30	0	0	0	1	0	0	0	1	\$250.00	\$0.00	0.0
1313601 Index: 98																
TOTALS:						9	9	9	11	4	3	9	54	\$26,775.00	\$0.00	0.0



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		Total CPP: \$0.00
		Total GRP:
		Traffic #: 64104

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
05/06/24 4:15 PM	SHEPARD RITZEN	Approved, thanks!
05/06/24 3:41 PM	Renee Zeller	See N/A due to PGM No Longer Airing.....see MGKD offers...please advise
05/06/24 3:16 PM	System	Notice Received.
05/06/24 2:13 PM	SHEPARD RITZEN	Separation: 15;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$89,250
WXOW Share:	30%
Comment:	ests hare
Unknown:	70%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	54	\$26,775.00	N/A	0.0
Total	100%	54	\$26,775.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2024-May	54	\$26,775.00
Total	54	\$26,775.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 1	5/6/24 3:41 PM	Renee Zeller	Confirmed	3	5	\$0	\$26,775.00	Changes: Total Spots from 56 to 54. 4 buylines added or modified.
Queued for Electronic Contracting	5/6/24 2:16 PM					\$0	\$0	
New	5/6/24 2:09 PM	SHEPARD RITZEN	Confirmed	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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