



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 28388717	<b>Changes as of:</b> 4/9/2024 at 1:31 PM	<b>Version:</b> Highlighting Revision 1
<b>CPE:</b> 1106/1347/11597	<b>Flight:</b> 4/9/24 - 4/15/24	<b>Station:</b> WVTW
<b>Agency:</b> MEDIA BUYING AND ANALYTICS 2020 Howell Mill Rd NW Suite D-348 Atlanta, GA 30318	<b>Advertiser:</b> JOE BIDEN FOR PRESIDENT <b>Product:</b> WI General	<b>Market:</b> Milwaukee-Racine
<b>Agency Order #:</b> 13353921	<b>Buyer:</b> Hartig, Heather	<b>Office:</b> WASHINGTON
<b>Salesperson:</b> FRAN BROWN 215-563-5400	<b>Primary Demo:</b>	<b>Con Type:</b> POLITICAL/VOTE
<b>Separation:</b>	<b>Assistant:</b> FRAN BROWN 215-563-5400	<b>Total \$:</b> \$1,900.00
<b>Comments:</b> Separation: 30;PopulationBuyType: CPP		<b>Total Spots:</b> 20
		<b>Total CPP:</b> \$0.00
		<b>Total GRP:</b>
		<b>Traffic #:</b> 6056350

#	Day/Time	DP	Program	Rate	Len	4/9 - 4/15							Total Spots	Total \$	CPP*	GRP*	
						4/9	4/10	4/11	4/12	4/13	4/14	4/15					
REV- 1	Tu-F,M 4:30p-5p		25WRDS-LESS B	\$40.00	30	1	1	1	1	0	0	1		3	\$120.00	\$0.00	0.0
REV- 2	Tu-F,M 5p-5:30p		FAMILY FEUD-3	\$50.00	30	1	1	1	1	0	0	1		3	\$150.00	\$0.00	0.0
REV- 3	Tu-F,M 5:30p-6p		FAMILY FEUD-4	\$50.00	30	1	1	1	1	0	0	1		3	\$150.00	\$0.00	0.0
REV- 4	Tu-F,M 6p-6:30p		FAMILY FEUD-1	\$120.00	30	1	1	1	1	0	0	1		3	\$360.00	\$0.00	0.0
REV- 5	Tu-F,M 6:30p-7p		FAMILY FEUD-2	\$120.00	30	1	1	1	1	0	0	1		3	\$360.00	\$0.00	0.0
REV+ 6	Tu-F,M 4:30p-5p		25WRDS-LESS B	\$80.00	60	0	0	0	0	0	0	0	1	1	\$80.00	\$0.00	0.0
60																	
REV+ 7	Tu-F,M 5p-5:30p		FAMILY FEUD-3	\$100.00	60	0	0	0	0	0	0	0	0	1	\$100.00	\$0.00	0.0
60																	
REV+ 8	Tu-F,M 5:30p-6p		FAMILY FEUD-4	\$100.00	60	0	0	0	0	0	0	0	0	1	\$100.00	\$0.00	0.0
60																	
REV+ 9	Tu-F,M 6p-6:30p		FAMILY FEUD-1	\$240.00	60	0	0	0	0	0	0	0	0	1	\$240.00	\$0.00	0.0
60																	
REV+ 10	Tu-F,M 6:30p-7p		FAMILY FEUD-2	\$240.00	60	0	0	0	0	0	0	0	0	1	\$240.00	\$0.00	0.0
60																	
<b>TOTALS:</b>						<b>5</b>	<b>5</b>	<b>6</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>		<b>20</b>	<b>\$1,900.00</b>	<b>\$0.00</b>	<b>0.0</b>



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<b>Agency Order #:</b> 13353921	<b>Product:</b> WI General	<b>Office:</b> WASHINGTON
<b>Buyer:</b> Hartig, Heather	<b>Service:</b> Nielsen	<b>Con Type:</b> POLITICAL/VOTE
<b>Salesperson:</b> FRAN BROWN 215-563-5400	<b>Primary Demo:</b>	<b>Total \$:</b> \$1,900.00
<b>Separation:</b>	<b>Assistant:</b> FRAN BROWN 215-563-5400	<b>Total Spots:</b> 20
		<b>Total CPP:</b> \$0.00
		<b>Total GRP:</b>
		<b>Traffic #:</b> 6056350

<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
04/09/24 1:31 PM	GOTOSTRATA\fbrown	Separation: 30;PopulationBuyType: CPP
04/04/24 3:17 PM	System	Notice Received.
04/04/24 2:35 PM	FRAN BROWN	Separation: 30;PopulationBuyType: CPP

Competitive Information	
<b>Market Budget:</b>	\$63,333
<b>WVTV Share:</b>	3%
<b>Comment:</b>	
<b>Unknown:</b>	97%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	20	\$1,900.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>20</b>	<b>\$1,900.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2024-Apr	20	\$1,900.00
<b>Total</b>	<b>20</b>	<b>\$1,900.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	4/9/24 1:31 PM	GOTOSTRATA\fbrown	Revised	5	10	\$0	\$1,900.00	Changes: Total Spots from 25 to 20. 10 buylines added or modified.
Queued for Electronic Contracting	4/4/24 2:42 PM					\$0	\$0	
New	4/4/24 2:35 PM	FRAN BROWN	Confirmed	25		\$1,900.00	\$1,900.00	

<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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