



KATZ TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 26143388		Changes as of: 9/5/2018 at 5:02 PM		Version: Original Order	
CPE:		Flight: 10/1/18 - 11/4/18		Station: WALA	
Agency: MCLAUGHLIN & ASSOC		Advertiser: AMENDMENT 2 IS FOR EVERYBODY		Market: Mobile	
566 SOUTH ROUTE 303		Product: Amendment 2		Office: PHILADELPHIA	
BLAUVELT, NY 10913		Agency Order #:		Service: Nielsen	
		Buyer: MARIANNE CAMPBELL		Primary Demo: Adults 35+	
		Salesperson: SHEPARD RITZEN 215-567-7950		Assistant: SHEPARD RITZEN 215-567-7950	
		Separation:		Traffic #: 901232	
				Con Type: POLITICAL/VOTE	
				Total \$: \$55,500.00	
				Total Spots: 53	
				Total CPP: \$0.00	
				Total GRP:	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/1 - 10/29					Total Spots	Total \$	CPP*	GRP*
							10/1	10/8	10/15	10/22	10/29				
1	M-F 6p-6:30p		Jeop	\$1,200.00	0.0	30	3	3	2	3	3	14	\$16,800.00	\$0.00	0.0
2	M-F 6:30p-7p		Wheel	\$1,500.00	0.0	30	3	3	3	3	3	15	\$22,500.00	\$0.00	0.0
3	M-F 6p-6:30p		Jeop	\$600.00	0.0	15	4	4	4	0	0	12	\$7,200.00	\$0.00	0.0
[BOOKENDS]															
4	M-F 6:30p-7p		Wheel	\$750.00	0.0	15	4	4	4	0	0	12	\$9,000.00	\$0.00	0.0
[BOOKENDS]															
TOTALS:							14	14	13	6	6	53	\$55,500.00	\$0.00	0.0



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Contract # 26143388	Changes as of: 9/5/2018 at 5:02 PM	Version: Original Order	
CPE:	Flight: 10/1/18 - 11/4/18	Station: WALA	Con Type: POLITICAL/VOTE
Agency: MCLAUGHLIN & ASSOC	Advertiser: AMENDMENT 2 IS FOR EVERYBODY	Market: Mobile	Total \$: \$55,500.00
566 SOUTH ROUTE 303	Product: Amendment 2	Office: PHILADELPHIA	Total Spots: 53
BLAUVELT, NY 10913	Agency Order #:	Service: Nielsen	Total CPP: \$0.00
	Buyer: MARIANNE CAMPBELL	Primary Demo: Adults 35+	Total GRP:
	Salesperson: SHEPARD RITZEN 215-567-7950	Assistant: SHEPARD RITZEN 215-567-7950	Traffic #: 901232
	Separation:		

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
09/07/18 5:58 PM	SHEPARD RITZEN	15 min sep is allowed

Competitive Information	
Market Budget:	\$292,105
WALA Share:	19%
Comment:	est share
Unknown:	81%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	53	\$55,500.00	N/A	0.0
Total	100%	53	\$55,500.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2018-Oct	47	\$47,400.00
2018-Nov	6	\$8,100.00
Total	53	\$55,500.00

Transaction History							
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$
Makegood 1	9/6/18 5:05 PM	Elaine Jackson	Confirmed	7	5	\$0	\$55,500.00
Queued for Electronic Contracting	9/6/18 4:49 PM					\$0	\$0
New	9/5/18 5:02 PM	SHEPARD RITZEN	Confirmed	53		\$55,500.00	\$55,500.00

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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**KATZ TELEVISION
GROUP**

125 West 55th St
New York, NY 10019

Contract # 26143388	Changes as of: 9/6/2018 at 5:05 PM	Version: Highlighting Makegood 1	Status: Sent To Rep
CPE:	Flight: 10/1/18 - 11/4/18	Station: WALA	Con Type: POLITICAL/VOTE
Agency: MCLAUGHLIN & ASSOC	Advertiser: AMENDMENT 2 IS FOR EVERYBODY	Market: Mobile	Total \$: \$55,500.00
566 SOUTH ROUTE 303	Product: Amendment 2	Office: PHILADELPHIA	Total Spots: 55
BLAUVELT, NY 10913	Agency Order #:	Service: Nielsen	Total CPP: \$0.00
	Buyer: MARIANNE CAMPBELL	Primary Demo: Adults 35+	Total GRP:
	Salesperson: SHEPARD RITZEN 215-567-7950	Assistant: SHEPARD RITZEN 215-567-7950	
	Separation:		

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/1 - 10/29					Total Spots	Total \$	CPP*	GRP*		
							10/1	10/8	10/15	10/22	10/29						
MSD 2	M-F 6:30p-7p		Wheel	\$1,500.00	0.0	30	3	2	3	2	3	1	3	10	\$15,000.00	\$0.00	0.0
MGD 5	M-F 6p-6:30p		Jeop	\$1,200.00	0.0	30	1	1	2	1	1		6	\$7,200.00	\$0.00	0.0	
MGD 6	M-F 3p-4p		Dr. Phil	\$300.00	0.0	30	0	0	0	1	0		1	\$300.00	\$0.00	0.0	
TOTALS:							14	14	14	6	7		55	\$55,500.00	\$0.00	0.0	



KATZ TELEVISION
GROUP

125 West 55th St
New York, NY 10019

Contract # 26143388	Changes as of: 9/6/2018 at 5:05 PM	Version: Highlighting Makegood 1	Status: Accepted
CPE:	Flight: 10/1/18 - 11/4/18	Station: WALA	Con Type: POLITICAL/VOTE
Agency: MCLAUGHLIN & ASSOC	Advertiser: AMENDMENT 2 IS FOR EVERYBODY	Market: Mobile	Total \$: \$55,500.00
566 SOUTH ROUTE 303	Product: Amendment 2	Office: PHILADELPHIA	Total Spots: 55
BLAUVELT, NY 10913	Agency Order #:	Service: Nielsen	Total CPP: \$0.00
	Buyer: MARIANNE CAMPBELL	Primary Demo: Adults 35+	Total GRP:
	Salesperson: SHEPARD RITZEN 215-567-7950	Assistant: SHEPARD RITZEN 215-567-7950	
	Separation:		

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/1 - 10/29					Total Spots	Total \$	CPP*	GRP*
							10/1	10/8	10/15	10/22	10/29				
MSD 2	M-F 6:30p-7p		Wheel	\$1,500.00	0.0	30	3	2	3	2	3	1	3		
MGD 5	M-F 6p-6:30p		Jeop	\$1,200.00	0.0	30	1	1	2	1	1				
MGD 6	M-F 3p-4p		Dr. Phil	\$300.00	0.0	30	0	0	0	1	0				
TOTALS:							14	14	14	6	7	55	\$55,500.00	\$0.00	0.0

Makegood Comments			
Date/Time	Action	Added by	Comment
09/07/18 5:58 PM	Accepted	SHEPARD RITZEN	15 min sep is allowed

ORDER

Orders	Order / Rev:	901232
	Alt Order #:	26143388
	Product Desc:	Amendment 2
	Estimate:	
	Flight Dates:	10/01/18 - 11/04/18
	Original Date / Rev:	09/06/18 / 09/10/18
	Order Type:	GENERAL

WALA

Primary AE: Shepard Ritzen

Sales Office: E-PH

Sales Region: National

Agency	Name:
	McLaughlin & Associates
	Buying Contact:
	Billing Contact:
	566 South Route 303
	Blauvelt, NY 10913

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission:

Advertiser	Name:	Amendment 2 Is For Everybody
	Demographic:	A35+
	Product Codes:	Political-Issues
	Priority:	PNP
	Revenue Code 1:	POL
	Revenue Code 2:	PLI
	Revenue Code 3:	FLT

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Unit Code:

Bill Plan				Totals					
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/18	10/28/18	36	\$46,200.00	\$39,270.00	October 2018	36	\$46,200.00	\$39,270.00	0.00
10/29/18	11/02/18	7	\$9,300.00	\$7,905.00	November 2018	7	\$9,300.00	\$7,905.00	0.00
					Totals	43	\$55,500.00	\$47,175.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Shepard Riltzen			Start Of Order - End Of Order	100%

Order Share	Share	Total
WALA	19%	\$65,500.00
Market	100%	\$292,105.26

Competitive Share	Share	Total
WAWD	0%	\$0.00
WEAR	81%	\$236,605.26
WEIQ	0%	\$0.00
WFGX	0%	\$0.00
WFNA	0%	\$0.00
WHBR	0%	\$0.00
WJTC	0%	\$0.00
WKRG	0%	\$0.00
WMPV	0%	\$0.00
WPAN	0%	\$0.00
WPMI	0%	\$0.00
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	10/01/18	11/02/18	M-F 6-630p M-F 6-630p	CM	6p-630p	M-W-F--	:30	3	\$1,200.00	FNP	0.00	NM	20	\$24,000.00

Order / Rev: 901232
 Alt Order #: 26143388
 Flight Dates: 10/01/18 - 11/04/18

Advertiser: Amendment 2 Is For Everybody
 Product Desc: Amendment 2
 Estimate:

WALA

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount

COMMENTS APPLY TO SUB LINES A THRU C

Jeep												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/01/18	10/01/18	10/07/18	M-W-F--	4	\$1,200.00	0.00						
Week: 10/08/18	10/14/18	10/14/18	M-W-F--	4	\$1,200.00	0.00						
Week: 10/15/18	10/21/18	10/21/18	M-W-F--	4	\$1,200.00	0.00						
Week: 10/22/18	10/28/18	10/28/18	M-W-F--	4	\$1,200.00	0.00						
Week: 10/29/18	11/04/18	11/04/18	M-W-F--	4	\$1,200.00	0.00						

N 2	WALA	10/01/18	10/19/18	M-F 630-7p	CM	630p-7p	:30	2	\$1,500.00	FNP	0.00	NM	6	\$9,000.00
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Wheel

	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/01/18	10/07/18	10/07/18	-T--F--	2	\$1,500.00	0.00						
Week: 10/08/18	10/14/18	10/14/18	-T--F--	2	\$1,500.00	0.00						
Week: 10/15/18	10/21/18	10/21/18	-T--F--	2	\$1,500.00	0.00						

N 3	WALA	10/01/18	10/19/18	M-F 6-630p	CM	6p-630p	:15:15	2	\$1,200.00	FNP	0.00	BK	6	\$7,200.00
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COMMENTS APPLY TO SUB LINES A THRU A

Jeep												
[BOOKENDS]												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/01/18	10/07/18	10/07/18	-T-T---	2	\$1,200.00	0.00						
Week: 10/08/18	10/14/18	10/14/18	-T-T---	2	\$1,200.00	0.00						
Week: 10/15/18	10/21/18	10/21/18	-T-T---	2	\$1,200.00	0.00						

N 4	WALA	10/01/18	10/19/18	M-F 630-7p	CM	630p-7p	:15:15	2	\$1,500.00	FNP	0.00	BK	6	\$9,000.00
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COMMENTS APPLY TO SUB LINES A THRU A

Wheel												
[BOOKENDS]												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/01/18	10/07/18	10/07/18	M-W----	2	\$1,500.00	0.00						
Week: 10/08/18	10/14/18	10/14/18	M-W----	2	\$1,500.00	0.00						
Week: 10/15/18	10/21/18	10/21/18	M-W----	2	\$1,500.00	0.00						

N 5	WALA	10/22/18	10/22/18	M-F 630-7p	CM	630p-7p	:30	1	\$1,500.00	FNP	0.00	NM	1	\$1,500.00
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M-F 630-7p

	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/22/18	10/28/18	10/28/18	M-----	1	\$1,500.00	0.00						

N 6	WALA	10/29/18	11/02/18	M-F 630-7p	CM	630p-7p	:30	3	\$1,500.00	FNP	0.00	NM	3	\$4,500.00
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M-F 630-7p

	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/29/18	11/04/18	11/04/18	MTW-F--	3	\$1,500.00	0.00						

N 7	WALA	10/22/18	10/26/18	M-F 3-4p	CM	3p-4p	:30	1	\$300.00	FNP	0.00	NM	1	\$300.00
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M-F 3-4p

	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/22/18	10/28/18	10/28/18	MTWTF--	1	\$300.00	0.00						

Totals

43 \$55,500.00