



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25885998 **Changes as of:** 7/11/2018 at 11:39 AM **Version:** Current State Version 4
CPE: 575/1072/8980 **Flight:** 7/12/18 - 7/18/18 **Station:** WUXP
Agency: AMER MEDIA & ADVOCACY GROUP **Advertiser:** Black - Gov **Market:** Nashville
Product: Diane Black for Governor **Office:** WASHINGTON **Total Spots:** 39
Agency Order #: 7001090 **Service:** Nielsen **Total CPP:** \$168.17

Primary Demo: Adults 35+
Buyer: TRACEY ROBINSON **Primary Demo:** Adults 35+
Salesperson: ERIN SCHUMACHER **Assistant:** ERIN SCHUMACHER
Traffic #: 3221424
Separation: 212-424-6620

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A35P Rating	Len	7/12 - 7/18							Total Spots	Total \$	CPP*	GRP*
							7/12	7/13	7/14	7/15	7/16	7/17	7/18				
1	Th-F, M-W 10:30p-11p		ANDY GRIFFITH B	\$80.00	0.8	30	0	0	0	0	0	0	0	0	\$0.00	\$100.00	0.0
2	Th-F, M-W 4:30p-5p		FAMILY FEUD	\$70.00	0.6	30	1	1	0	0	1	1	1	5	\$350.00	\$116.67	3.0
3	Th-F, M-W 9p-9:30p		SEINFELD<	\$65.00	0.5	30	1	1	0	0	1	1	5	\$325.00	\$130.00	2.5	
4	Th-F, M-W 10p-10:30p		ANDY GRIFFITH	\$80.00	0.6	30	0	0	0	0	0	0	0	\$0.00	\$133.33	0.0	
5	Th-F, M-W 6p-6:30p		JEOPARDY TWO	\$200.00	1.4	30	1	1	0	0	1	1	5	\$1,000.00	\$142.86	7.0	
6	Th-F, M-W 5p-6p		FAMILY FEUD-2/FAMILY FEUD	\$115.00	0.8	30	2	2	0	0	2	2	9	\$1,035.00	\$143.75	7.2	
7	Th-F, M-W 4p-4:30p		LIVE FOX17 NWS	\$150.00	0.8	30	0	0	0	0	0	0	0	\$0.00	\$187.50	0.0	
8	Th-F, M-W 6:30p-7p		FAMILY FEUD-1	\$200.00	1.0	30	1	1	0	0	1	1	5	\$1,000.00	\$200.00	5.0	
9	M-F 4p-4:30p		LIVE FOX17 NEWS AT4	\$70.00	0.0	30	1	0	0	0	0	1	3	\$210.00	\$0.00	0.0	
10	Th-F, M-W 6p-6:30p		JEOPARDY TWO	\$200.00	1.4	30	0	0	0	0	1	1	2	\$400.00	\$142.86	2.8	
11	M-F 10:30p-11p		Andy	\$85.00	0.0	30	1	0	0	0	0	1	2	\$170.00	\$0.00	0.0	
12	M-F 10p-10:30p		Andy	\$85.00	0.0	30	0	1	0	0	0	1	2	\$170.00	\$0.00	0.0	
13	Th-F, M-W 6p-6:30p		JEOPARDY TWO	\$200.00	1.4	30	0	0	0	0	0	1	1	\$200.00	\$142.86	1.4	
TOTALS:							8	7	0	0	7	9	8	39	\$4,560.00	\$168.17	28.9



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CPE: 575/1072/8980 **Flight:** 7/12/18 - 7/18/18 **Station:** WUXP **Con Type:** POLITICAL/NOTE
Agency: AMER MEDIA & ADVOCACY GROUP **Advertiser:** Black - Gov **Market:** Nashville **Total \$:** \$4,860.00
Product: Diane Black for Governor **Office:** WASHINGTON **Total Spots:** 39
Agency Order #: 7001090 **Service:** Nielsen **Total CPP:** \$168.17
Buyer: TRACEY ROBINSON **Primary Demo:** Adults 35+ **Total GRP:** 28.9
Salesperson: ERIN SCHUMACHER **Assistant:** ERIN SCHUMACHER **Traffic #:** 3221424
Separation: 212-424-6620

Special Instructions	
Order Level Comments	
Date/Time	Added by Comment
07/10/18 3:23 PM	Paula Maupin Line 1 and Line 4 rate is now \$85 ea sec lev 1
07/09/18 4:16 PM	Paula Maupin In 7 mg due to rate change. Rate is cleared at \$70. \$400 to reinvest. Offer for the \$400: 2x:30 @ \$200 ea for 6p-630p Jeopardy during flight.
02/01/18 9:36 AM	ERIN SCHUMACHER Separation: 30
02/01/18 9:36 AM	ERIN SCHUMACHER Separation: 30

Competitive Information	
Market Budget: \$150,750	
WUXP Share: 2%	
Comment:	
WKRN: 16%	
WNAB: 2%	
WSMV: 28%	
WTVF: 43%	
WZTV: 9%	

Daypart Summary			
Day/Time	% Distrib	Spots	GRP
	100%	39	28.9
Total	100%	39	28.9

Monthly Summary			
Month	Spots	Dollars	
2018-Jul	39	\$4,860.00	\$4,860.00
Total	39	\$4,860.00	\$4,860.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Makegood 2	7/10/18 3:23 PM	ERIN SCHUMACHER	Confirmed	5	7	\$0
Makegood 1	7/9/18 4:16 PM	ERIN SCHUMACHER	Confirmed	7	5	\$0
Queued for Electronic Contracting	2/1/18 4:10 PM					\$0
Revision	2/1/18 9:36 AM	ERIN SCHUMACHER	Confirmed			\$0
New	2/1/18 9:32 AM	ERIN SCHUMACHER	New	39		\$4,860.00

Contract Summary			
Contract \$	Comment	Contract \$	Comment
\$4,860.00	Changes: Total Spots from 41 to 39, Total GRPs from 31.1 to 28.9, Total CPP from \$156.27 to \$168.17, Total GIMPs from 31 to 29, Total CPM from \$156,270.10 to \$168,166.09. 6 buylines added or modified.	\$4,860.00	Changes: Total Spots from 39 to 41, Total GRPs from 32.3 to 31.1, Total CPP from \$150.46 to \$156.27, Total GIMPs from 0 to 31, Total CPM from \$0.00 to \$156,270.10. 3 buylines added or modified.

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.