

ORDER WORKSHEET

Rep Order# 9382391 Ver# 5

Status Revised

Traffic Order#

Last Received:
Showing Buylines:

Printed: 08/27/14 4:41 PM
08/27/14 4:26 PM
All Rep Changes

1 of 2

Station WWLP-TV SPRINGFIELD, MA
Advertiser (MSIP) MASS IE PAC
Product Issue
Estimate# 3356
Buyer Maura Gilroy

Agency (GRTA) GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 229/244/3356
Flight Dates 09/10/14-09/19/14

Rep Firm KATZ CONTINENTAL
Sales Office (DC) WASHINGTON
Salesperson (JN1) JENNA NUBAR
Sales Assistant KELLY
Salesperson Phone# 202-872-5880
Salesperson Fax# 202-872-0263

--- CONTRACT COMMENT ---

MASSACHUSETTES INDEPENDENT EXPENDITURE PAC
*****NONDISCRIMINATION***** 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 COMMUNICATIONS, INC. (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.

--- REMARKS ---

8/27 - SEE NEW LN 28 MG FOR 1X ON LN 14. NCIT. PLS CNF. T/R KELLY FOR JENNA

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
14*	W, F, Su	11P-1135P	22 NEWS AT 11P	30	-	-	\$600.00	09/10-09/14	2	2	\$1,200.00
Sales remark: V5 1X NA ON 9/14 MDGD ON NEW LN 28											
V5 Comment Changed, Spots/week Changed											
28*	Su	1130P-12A	22 NEWS AT 11P	30	-	-	\$600.00	09/14-09/14	1	1	\$600.00
Sales remark: V5 MG FOR 1X ON LN 14											
V5 Added											

---REPORT TOTALS---

Report Totals: 3 / \$1,800.00

---SALES MONTHLY TOTALS---

Sep2014: 52/ \$28,450.00

Order Totals: 52 / \$28,450.00 Total GRPs: 0.0

--- COMPETITIVE ---

Market Totals \$55,784.31 CABL .00% EGGB 5.00% WGBB 30.00% WSHM 14.00% WWLP 51.00%

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Books [null]
Demos RA35+P

--- CREDIT RISK ---
STANDARD CREDIT TERMS

MM
8/28/14
WWLP