



WEAR Mobile  
4990 Mobile Hwy  
Pensacola, FL 32506

Target Enterprises  
15260 Ventura Blvd  
Ste 1240  
Sherman Oaks, CA 91403

## Contract # 2668374

Schedule Dates 10/25/16-10/31/16  
Advertiser Florida First Project (112495)  
Agency Target Enterprises (2076)  
Product POLITICAL ISSUE (ns) (1187)  
Brand //1975 (871649)  
Salesperson Millennium/LA, Los Angeles (1101)  
Sales Office Millennium Los Angeles  
Buyer Name IADANZA, JULI  
Phone/Fax /  
CPE 1975  
Account Types National/Political Issue Agency BRD  
Billing Type Weekly/Irregular  
Comments Florida First Project  
100% Bookend :15s  
JENNA AVISHAY

Date Entered 10/21/16  
Last Modified 10/24/16  
Entered By Grace Connors  
CO-OP No  
Headline # ECR25338646  
Demo A55+  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$2,274.00  
Net Total \$12,886.00  
Sales Tax

Mobile (WEAR)		
By Broadcast Month	Spots	Rate
Oct. 2016	12	\$11,880.00
Nov. 2016	3	\$3,280.00
Grand Total:	15	\$15,160.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News(B/E) (1)	10/25/16-10/28/16	2	:15/:15	5P- News-Channel 3 News at 5pm	4		X	X	X	X			4	\$1,020.00	\$4,080.00	Mobile (WEAR)	NEWS	10/21/16
2.0	Normal Line / News(B/E) (2)	10/31/16-10/31/16	2	:15/:15	5P- News-Channel 3 News at 5pm	1								1	\$1,020.00	\$1,020.00	Mobile (WEAR)	NEWS	10/21/16
3.0	Normal Line / News(B/E) (3)	10/25/16-10/28/16	2	:15/:15	5:30P- ABC-World News	2		X	X	X	X			2	\$1,130.00	\$2,260.00	Mobile (WEAR)	ABC WORLD NEWS	10/21/16
4.0	Normal Line / News(B/E) (4)	10/31/16-10/31/16	2	:15/:15	5:30P- ABC-World News	1								1	\$1,130.00	\$1,130.00	Mobile (WEAR)	ABC WORLD NEWS	10/21/16
5.0	Normal Line / News(B/E) (5)	10/30/16-10/30/16	2	:15/:15	5P- News-Channel 3 News at 5p Sunday	1							1	1	\$450.00	\$450.00	Mobile (WEAR)	NEWS	10/21/16
6.0	Revised Line / News(B/E) (6)	10/30/16-10/30/16	2	:15/:15	6P- News-Channel 3 News at 6p Saturday	1							1				Mobile (WEAR)	NEWS	10/21/16
6.1	Normal Line / News(B/E) (8)	10/29/16-10/29/16	2	:15/:15	6P- News-Channel 3 News at 6p Saturday	1							1	1	\$570.00	\$570.00	Mobile (WEAR)	NEWS	10/24/16
7.0	Normal Line / News(B/E) (7)	10/25/16-10/28/16	2	:15/:15	6P- News-Channel 3 News at 6pm	4			1	1	1	1		4	\$1,130.00	\$4,520.00	Mobile (WEAR)	NEWS	10/21/16
8.0	Normal Line / News(B/E) (7)	10/31/16-10/31/16	2	:15/:15	6P- News-Channel 3 News at 6pm	1								1	\$1,130.00	\$1,130.00	Mobile (WEAR)	NEWS	10/21/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



**KATZ TELEVISION**  
GROUP

125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25338646	<b>Changes as of:</b> 10/21/2016 at 4:23 PM	<b>Version:</b> Highlighting Revision 1
<b>CPE:</b> //1975	<b>Flight:</b> 10/25/16 - 10/31/16	<b>Total \$:</b> \$15,160.00
<b>Agency:</b> TARGET ENTERPRISES	<b>Advertiser:</b> Florida First Project	<b>Total Spots:</b> 30
<b>TARGET ENTERPRISES 15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS CA 91403</b>	<b>Product:</b> Florida First Project	<b>Total CPP:</b> \$60.49
<b>Agency Order #:</b>	<b>Buyer:</b> JULI IADANZA	<b>Primary Demo:</b> Adults 55+
<b>Salesperson:</b> JENNA AVISHAY	<b>323-966-5205</b>	<b>Con Type:</b> POLITICAL/VOTE
		<b>Assistant:</b> JENNIFER CHANG
		<b>323-966-5129</b>
		<b>Total GRP:</b> 250.6
		<b>Traffic #:</b> 2668374
		<b>Separation:</b>

**Comments:** 100% Bookend :15s

#	Day/Time	DP	Program	Rate	A5SP Rating	10/25 - 10/31				Total Spots	Total \$	CPP	GRP
						Len	10/25	10/31					
1	Tu-F 5p-5:30p /BOOKENDS/	EN	News	\$510.00	8.2	15	8	0		8	\$4,080.00	\$62.20	65.6
2	M 5p-5:30p /BOOKENDS/	EN	News	\$510.00	8.2	15	0	2		2	\$1,020.00	\$62.20	16.4
3	Tu-F 5:30p-6p /BOOKENDS/	EN	ABC World News	\$665.00	9.8	15	4	0		4	\$2,260.00	\$57.65	39.2
4	M 5:30p-6p /BOOKENDS/	EN	ABC World News	\$665.00	9.8	15	0	2		2	\$1,130.00	\$57.65	19.6
5	Su 5p-5:30p /BOOKENDS/	WK	News	\$225.00	5.4	15	2	0		2	\$450.00	\$41.67	10.8
6	Su 6p-7p /BOOKENDS/	WK	News	\$285.00	6.0	15	2	0		2	\$570.00	\$47.50	12.0
REV+ 7	M-F 6p-6:30p /BOOKENDS/	EN	News	\$565.00	8.7	15	0	8	0	10	\$5,650.00	\$64.94	87.0
<b>TOTALS: 24 6</b>											<b>30 \$15,160.00</b>	<b>\$60.49</b>	<b>250.6</b>



125 West 55th St  
New York, NY 10019

Contract # 25338646      Changes as of: 10/21/2016 at 4:23 PM      Version: Highlighting Revision 1

CPE: //1975      Flight: 10/25/16 - 10/31/16      Station: WEAR      Total \$: \$15,160.00

Agency: TARGET ENTERPRISES      Advertiser: Florida First Project      Market: Mobile      Total Spots: 30

Product: Florida First Project      Office: LOS ANGELES      Total CPP: \$60.49

Agency Order #:      Buyer: JULI IADANZA      Primary Demo: Adults 55+      Total GRP: 250.6

Salesperson: JENNA AVISHAY      Con Type: POLITICAL/VOTE      Assistant: JENNIFER CHANG      Traffic #: 2668374

323-966-5205      323-966-5129      Separation:

Special Instructions	Order Level Comments
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Date/Time	Added by	Comment
10/21/16 4:23 PM	JENNA AVISHAY	100% Bookend: 15's
10/21/16 11:42 AM	Grace Connors	LN 6 NA 2X W/O 10/25 D/T NO 6P NEWS SUNDAY OFR: SA 6-7P SAT 6P NEWS 2X W/O 10/25 @ \$285 EA
10/21/16 11:08 AM	STEFANIE SOKOLOWSKI	100% Bookend: 15's

Competitive Information	
Market Budget:	\$39,895
WEAR Share:	38%
Comment:	
WALA:	32%
WKRQ:	30%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
EN	93%	26	\$14,140.00	\$62.07	227.8
WK	7%	4	\$1,020.00	\$44.74	22.8
Total	100%	30	\$15,160.00	\$60.49	250.6

Monthly Summary			
Month	Spots	Dollars	
2016-Oct	24	\$11,880.00	
2016-Nov	6	\$3,280.00	
Total	30	\$15,160.00	

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Revision	10/21/16 4:23 PM	JENNA AVISHAY	Revised	10		\$5,660.00
Makegood 1	10/21/16 11:42 AM	Grace Connors	Confirmed			\$0
Queued for Electronic Contracting	10/21/16 11:13 AM					\$0
New	10/21/16 11:08 AM	STEFANIE SOKOLOWSKI	Confirmed	20		\$9,510.00

Comment: Changes: Total Spots from 20 to 30. Calculated Dollars from \$9,510.00 to \$15,160.00, Total GRPs from 163.6 to 250.6, Total CPP from \$58.13 to \$60.49, Competitive Market Budget from \$25,026 to \$39,895, Total \$ from \$9,510.00 to \$15,160.00, User Entered \$ from \$9,510.00 to \$15,160.00. 1 buyline added or modified.

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.