



125 West 55th St
New York, NY 10019

Contract # 25331607		Changes as of: 10/24/2016 at 3:36 PM		Version: Current State Version 4	
CPE: LEEUT/ORDR/C25C31		Flight: 10/25/16 - 10/31/16		Station: KSL	
Agency: Smart Media Group		Advertiser: Lee for UT Senate		Market: Salt Lake City-Ogden	
1427 LESLIE AVE		Product: Order		Office: WASHINGTON	
SUITE #102		Agency Order #: 30049770		Primary Demo: Adults 35+	
ALEXANDRIA, VA		Buyer: Berg, Fran		Con Type: POLITICAL/VOTE	
22301		Salesperson: JENNA NUBAR		Assistant: ANJELICA DAVI	
		202-872-5880		212-408-3261	
Comments: REV ORDER FOR LEE FOR UT SENATE 10/25-10/31 ALL STATIONS TOTALS HAVE CHANGED PLEASE CNFM; THANKS FRAN					
				Total \$: \$15,425.00	
				Total Spots: 49	
				Total CPP: \$170.25	
				Total GRP: 90.6	
				Traffic #: 9691	
				Separation:	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/25 - 10/31							Total Spots	Total \$	CPP	GRP
							10/25	10/26	10/27	10/28	10/29	10/30	10/31				
1	M-F 4p-5p		DR PHIL	\$120.00	1.1	30	3	3	3	3	0	0	3	15	\$1,800.00	\$109.09	16.5
ADD 1X W,F																	
2	M-F 6a-7a		KSL 5 NEWS TODAY	\$320.00	0.7	30	0	0	0	0	0	0	0	0	\$0.00	\$457.14	0.0
RATE CHG; CANCEL ALL SPOTS																	
3	Su 8a-9a		MEET THE PRESS	\$280.00	1.0	30	0	0	0	0	0	1	0	1	\$280.00	\$280.00	1.0
RATE CHG																	
4	M-F 5p-5:30p		KSL 5 NEWS	\$220.00	2.3	30	1	1	1	1	0	0	1	5	\$1,100.00	\$95.65	11.5
5	M-F 6p-6:30p		KSL 5 NEWS AT 6P	\$880.00	2.9	30	1	1	1	1	0	0	0	4	\$3,520.00	\$303.45	11.6
RATE CHG; CX 1/DAY																	
6	M-F 6:30p-7p		PRIMETIME 5	\$220.00	1.7	30	0	1	1	1	0	0	1	4	\$880.00	\$129.41	6.8
7	M-F 10p-10:36p		KSL 5 NEWS AT 10	\$2,000.00	3.9	30	0	0	0	0	0	0	0	0	\$0.00	\$512.82	0.0
CANCEL ALL SPOTS																	
8	Sa 10p-10:35p		KSL 5 NEWS AT 10 - S	\$1,250.00	3.1	30	0	0	0	0	0	0	0	0	\$0.00	\$403.23	0.0
RATE CHG; CANCEL SPOTS																	
9	Su 10p-10:30p		KSL 5 NEWS AT 10 - S	\$750.00	5.0	30	0	0	0	0	0	0	0	0	\$0.00	\$150.00	0.0
10	Su 10:30p-11p		KSL 5 NEWS AT 1030 -	\$325.00	2.0	30	0	0	0	0	0	1	0	1	\$325.00	\$162.50	2.0
11	M 7p-9p		THE VOICE-NBC	\$1,400.00	8.0	30	0	0	0	0	0	0	1	1	\$1,400.00	\$175.00	8.0
12	Tu 7p-8p		THE VOICE TUE-NBC	\$1,400.00	6.1	30	1	0	0	0	0	0	0	1	\$1,400.00	\$229.51	6.1
13	Tu 9p-10p		CHICAGO FIRE-NBC	\$2,400.00	3.6	30	0	0	0	0	0	0	0	0	\$0.00	\$666.67	0.0
CANCEL																	
14	W 7p-8p		BLINDSPOT-NBC	\$700.00	6.4	30	0	1	0	0	0	0	0	1	\$700.00	\$109.38	6.4
15	Th 8p-9p		CHICAGO MED-NBC	\$900.00	5.8	30	0	0	1	0	0	0	0	1	\$900.00	\$155.17	5.8
16	F 8p-10p		DATELINE FRI 9E/8C-N	\$550.00	3.1	30	0	0	0	1	0	0	0	1	\$550.00	\$177.42	3.1
17	M-F 10p-10:36p		KSL 5 NEWS AT 10	\$700.00	3.9	30	0	0	0	0	0	0	1	1	\$700.00	\$179.49	3.9



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Agency: Smart Media Group	Advertiser: Lee for UT Senate	Market: Salt Lake City-Ogden
1427 LESLIE AVE	Product: Order	Office: WASHINGTON
SUITE #102	Agency Order #: 30049770	Primary Demo: Adults 35+
ALEXANDRIA, VA	Buyer: Berg, Fran	Con Type: POLITICAL/VOTE
22301	Salesperson: JENNA NUBAR	Assistant: ANJELICA DAVI
	202-872-5880	212-408-3261
		Total \$: \$15,425.00
		Total Spots: 49
		Total CPP: \$170.25
		Total GRP: 90.6
		Traffic #: 9691
		Separation:

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							10/25	10/26	10/27	10/28	10/29	10/30	10/31				
18	M-F 6p-6:30p		KSL 5 NEWS AT 6P	\$220.00	2.9	30	0	0	0	0	0	0	2	2	\$440.00	\$75.86	5.8
19	M-F 6a-7a		KSL 5 NEWS TODAY	\$80.00	0.7	30	0	0	0	0	0	0	3	3	\$240.00	\$114.29	2.1
20	M 6:30p-7p		News	\$220.00	0.0	30	0	0	0	0	0	0	1	1	\$220.00	\$0.00	0.0
21	Th 7p-8p		superstore/good place	\$600.00	0.0	30	0	0	1	0	0	0	0	1	\$600.00	\$0.00	0.0
22	Tu-F 12:35a-1:35a		last call	\$110.00	0.0	30	1	0	0	0	0	0	0	1	\$110.00	\$0.00	0.0
23	Tu-F 12n-1p		noon news	\$30.00	0.0	30	0	1	0	0	0	0	0	1	\$30.00	\$0.00	0.0
24	Sa 5a-7a		today show	\$10.00	0.0	30	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0.0
25	M 8a-9a		today show	\$200.00	0.0	30	0	0	0	0	0	0	1	1	\$200.00	\$0.00	0.0
26	M 5a-6a		news	\$20.00	0.0	30	0	0	0	0	0	0	1	1	\$20.00	\$0.00	0.0
27	M,W-F 4:30a-5a		news	\$5.00	0.0	30	0	1	1	0	0	0	0	2	\$10.00	\$0.00	0.0
TOTALS:							7	9	9	7	0	2	15	49	\$15,425.00	\$170.25	90.6



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/24/16 12:04 PM	Jenny Smith	LN 24) 1x msd + 1x spot \$220 msd from prev flight being made good on this flight. Ttl msd \$230 (from last week & this week) Mgd is: 1x 10/31 Mon 8a Today Show \$200 1x 10/31 5-6a EN \$20 2x 10/26-10/31 W-F,M 430-5a EN \$5 ea Ttl na & ttl mgd is \$230 Please recfm OK asap as mgs start this week or advise. Thx, Jen
10/21/16 9:03 AM	ANJELICA DAVI	REV ORDER FOR LEE FOR UT SENATE 10/25-10/31 ALL STATIONS TOTALS HAVE CHANGED PLEASE CNFM; THANKS FRAN
10/20/16 3:00 PM	Jenny Smith	**NEW MGD OFFER** LN 6) 1x 10/25 na, mgd 1x 10/31 M 630-7p EN (Max sep) LN 9) 1x na, see mg pkg for \$750 Mgd pkg: 1x 10/27 Th 7-8p Superstore/Good Place \$600 1x 10/25 Tu-F 1235-115am Last call \$110 1x 10/25 Tu-F 12-1p Noon News \$30 1x 10/29 Sat 5-7a Today Show \$10 Ttl remains same, pls advise if this will work. Thx, Jen
10/19/16 3:46 PM	Jenny Smith	LN 6) 1x 10/25 na LN 9) 1x na Ttl na & ttl mgs are \$970 Mgs: 2x 10/25 Tu-F 6-7a EN \$320 3x 10/25 Tu-F 1235-115AM Last Call \$110 Please recfm Ok or advise. thx, Jen



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Order Level Comments		
Date/Time	Added by	Comment
10/19/16 2:32 PM	System	Notice Received.
10/19/16 9:36 AM	GOTOSTRATA\jnuhar	REV ORDER FOR LEE FOR UT SENATE 10/25-10/31 ALL STATIONS TOTALS HAVE CHANGED PLEASE CNFM; THANKS FRAN
		LN 2) 3x 10/25, 3x 10/26, 3x 10/27, 3x 10/28 all na, need \$320 to clear
		LN 3) 1x na, need \$220 to clear
		LN 5) 1x 10/25, 2x 10/26, 2x 10/27, 2x 10/28 all na, need \$880 to clear
		LN 7) 10/25,10/26,10/27,10/28 all na, need \$2000 to clear
		LN 8) na, need \$1250 to clear
		LN 13) na, need \$2400 to clear
		Please see na's & rates needed to clear & advise. Also, please note, separation is only going to be 10 minutes where you are ordering 3x in an hour as per traffic d/t break structure, so please recfm OK.
10/17/16 2:50 PM	Jenny Smith	Thanks so very much, Jenny
10/17/16 8:23 AM	System	Notice Received.
10/17/16 7:28 AM	JENNA NUBAR	NEW ORDER FOR LEE FOR UT SENATE; 10/25-10/31 EST C25C31 PLS CNFM; THANKS, FRAN

Competitive Information	
Market Budget:	\$57,130
KSL Share:	27%
Comment:	
KJZZ:	4%
KSTU:	14%
KTVX:	3%
KUTV:	52%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	49	\$15,425.00	\$170.25	90.6
Total	100%	49	\$15,425.00	\$170.25	90.6

Monthly Summary		
Month	Spots	Dollars
2016-Oct	34	\$11,405.00
2016-Nov	15	\$4,020.00
Total	49	\$15,425.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/24/16 3:16 PM	ANJELICA DAVI	Confirmed	3		\$220.00	\$15,425.00	Changes: Total Spots from 46 to 49, Calculated Dollars from \$15,205.00 to \$15,425.00, Total CPP from \$167.83 to \$170.25, Competitive Market Budget from \$56,315 to \$57,130, User Entered \$ from \$15,205.00 to \$15,425.00, Total \$ from \$15,205.00 to \$15,425.00. 4 buylines added or modified.
Makegood 4	10/24/16 12:04 PM	Jenny Smith	Confirmed			\$0	\$15,205.00	Changes: Total GIMPs from 97 to 91, Total CPM from \$156,269.27 to \$167,825.61.
Revision	10/21/16 9:03 AM	ANJELICA DAVI	Confirmed	3		\$0	\$15,205.00	Changes: Total Spots from 43 to 46, Total GRPs from 97.3 to 90.6, Total CPP from \$156.27 to \$167.83, Competitive Market Budget from \$53,167 to \$56,315, User Entered \$ from \$0.00 to \$15,205.00. 7 buylines added or modified.
Makegood 3	10/20/16 3:00 PM	Jenny Smith	Confirmed			\$0	\$15,205.00	
Makegood 2	10/19/16 3:46 PM	Jenny Smith	Confirmed			\$0	\$15,205.00	Changes: Total GIMPs from 137 to 97, Total CPM from \$130,167.39 to \$156,269.27.



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Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/19/16 9:36 AM	GOTOSTRATA\jnubar	Confirmed	8	28	\$-2,680.00	\$15,205.00	Changes: Comments from NEW ORDER FOR LEE FOR UT SENATE; 10/25-10/31 EST C25C31 PLS CNFM; THANKS, FRAN to REV ORDER FOR LEE FOR UT SENATE 10/25-10/31 ALL STATIONS TOTALS HAVE CHANGED PLEASE CNFM; THANKS FRAN , Total \$ from \$17,885.00 to \$15,205.00, Total GRPs from 137.4 to 97.3, Total Spots from 63 to 43, Total CPP from \$130.17 to \$156.27. 10 buylines added or modified.
Makegood 1	10/17/16 2:50 PM	Jenny Smith	Confirmed			\$0	\$17,885.00	Changes: Total GRPs from 133.0 to 137.4, Total CPP from \$123.80 to \$130.17, Total GIMPs from 0 to 137, Total CPM from \$0.00 to \$130,167.39.
Queued for Electronic Contracting	10/17/16 8:07 AM					\$0	\$0	
New	10/17/16 7:28 AM	JENNA NUBAR	Confirmed	63		\$17,885.00	\$17,885.00	

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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