



WGME Portland
81 Northport Dr
Portland, ME 04103

Target Enterprises
15280 Ventura Blvd Ste 1240
Sherman Oaks, CA 91403

Contract # 5951388

Schedule Dates 01/16/24-01/23/24
Advertiser SFA FUND INC (152624)
Agency Target Enterprises (2076)
Product POLITICAL ISSUE (ns) (1187)
Brand 329/371/4033 (1971873)
Salesperson Katz/LA, Los Angeles (4026)
Sales Office Katz Los Angeles
Buyer Name Janet,Soils,
Phone/Fax /
CPE 329/371/4033
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments SFA Fund Inc.
4pm cutoff on Tue 1/23. ;Separation: 30;PopulationBuyType: CPP
MATT JOHNSON

Date Entered 01/02/24
Last Modified 01/16/24
Entered By Michele Fleming
CO-OP No
External # ECR28343218
Demo A55+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,512.50
Net Total \$14,237.50
Sales Tax

Portland ME (WGME)

By Broadcast Month	Spots	Rate
Jan. 2024	21	\$16,750.00
Grand Total:	21	\$16,750.00

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 / SPOT (1 - 3.7)	01/16/24-01/19/24	2	:30	4:30P- Judge Judy 2	2		X	X	X	X			2	\$500.00	\$1,000.00	Portland ME (WGME)	Judge Judy	1/2/24
2.0	Normal Line / SPOT (2 - 5.3)	01/22/24-01/22/24	2	:30	4:30P- Judge Judy 2	1	1							1	\$500.00	\$500.00	Portland ME (WGME)	Judge Judy	1/2/24
3.0	Normal Line / Prime (3 - 8.5)	01/21/24-01/21/24	1	:30	7P- CBS-60 Minutes (Sunday)								1		\$5,000.00		Portland ME (WGME)	60 Minutes-CBS	1/2/24
3.0.1	Closed Preempt (3 - 8.5)	01/21/24															Portland ME (WGME)	Program Change/Exempt	
4.0	Normal Line / Football (3 - 8.5)	01/20/24-01/21/24	1	:30	4:30P- 8P (EST)	1						X	X		\$6,250.00		Portland ME (WGME)	60 Minutes-CBS	1/2/24
4.0.1	Closed Preempt (3 - 8.5)	01/20/24															Portland ME (WGME)	Program Change/Exempt	
5.0	Normal Line / News (5 - 2.0)	01/16/24-01/19/24	1	:30	6A- 7A (EST)	3		X	X	X	X			3	\$300.00	\$900.00	Portland ME (WGME)	NEWS	1/11/24
6.0	Normal Line / News (6 - 2.1)	01/22/24-01/22/24	1	:30	6A- 7A (EST)	2	1							2	\$300.00	\$600.00	Portland ME (WGME)	NEWS	1/11/24
7.0	Normal Line / News (7 - 3.5)	01/22/24-01/23/24	1	:30	12P- 12:30P (EST)	2	1	1						2	\$500.00	\$1,000.00	Portland ME (WGME)	NEWS	1/11/24
8.0	Normal Line / News (8 - 3.8)	01/16/24-01/19/24	1	:30	12P- 12:30P (EST)	3		X	X	X	X			3	\$500.00	\$1,500.00	Portland ME (WGME)	NEWS	1/11/24
9.0	M/G For 4.0.1 / Football (3 - 8.5)	01/20/24-01/21/24	1	:30	4:28P- 8P (EST)	1						X	X		\$6,250.00		Portland ME (WGME)		1/12/24
9.0.1	Closed Preempt (3 - 8.5)	01/20/24															Portland ME (WGME)	Program Change/Spot	

CONFIRMATION CONTRACT

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



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Portland, ME 04103

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15260 Ventura Blvd Ste 1240
Sherman Oaks, CA 91403

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External # ECR28343218
Demo A55+R
Order Type Normal
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Commission \$2,512.50
Net Total \$14,237.50
Sales Tax

Portland ME (WGME)

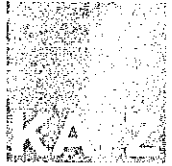
By Broadcast Month	Spots	Rate
Jan. 2024	21	\$16,750.00
Grand Total:	21	\$16,750.00

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
10.0	M/G For 9.0.1 / Football (3 - 8.5)	01/21/24-01/21/24	1	:30	6:30P- 10P (EST)	1							X	1	\$6,250.00	\$6,250.00	Portland ME (WGME)		1/16/24
11.0	M/G For 3.0.1 / News (3 - 8.5)	01/18/24-01/21/24	1	:30	11P- 11:35P (EST)				1	1	1	1		4	\$500.00	\$2,000.00	Portland ME (WGME)	60 Minutes-CBS	1/16/24
12.0	Normal Line / News (3 - 8.5)	01/22/24-01/22/24	1	:30	11P- 11:35P (EST)		1							1	\$500.00	\$500.00	Portland ME (WGME)	60 Minutes-CBS	1/16/24
13.0	Normal Line / News (3 - 8.5)	01/22/24-01/22/24	1	:30	5P- 6P (EST)		1							1	\$1,250.00	\$1,250.00	Portland ME (WGME)	60 Minutes-CBS	1/16/24
14.0	Normal Line / News (3 - 8.5)	01/19/24-01/19/24	1	:30	5P- 6P (EST)						1			1	\$1,250.00	\$1,250.00	Portland ME (WGME)	60 Minutes-CBS	1/16/24

CONFIRMATION CONTRACT

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



TELEVISION GROUP

125 West 55th St
New York, NY 10019

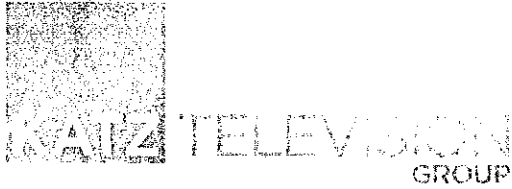
Contract # 28343218	Changes as of: 1/16/2024 at 1:55 PM	Version: Current State Version 4
CPE: 329/371/4033	Flight: 1/15/24 - 1/28/24	Station: WGME
Agency: TARGET ENTERPRISES	Advertiser: SFA FUND, INC.	Market: Portland, ME
15260 VENTURA BLVD	Product: SFA Fund Inc.	Office: LOS ANGELES
SUITE 1240	Agency Order #: 13106620	Service: Nielsen
SHERMAN OAKS, CA 91403	Buyer: Solis, Janet	Primary Demo: Adults 55+
	Salesperson: MATT JOHNSON	Assistant: MATT JOHNSON
	415-281-2442	415-281-2442

Con Type: POLITICAL/VOTE
Total \$: \$16,750.00
Total Spots: 21
Total CPP: \$280.10
Total GRP: 59.8
Traffic #: 5951388

Separation:

Comments: 1/11 - add to schedule. Thank you.; Separation: 30; PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	A55P Rating	Len	1/15 - 1/22		Total Spots	Total \$	CPP*	GRP*
							1/15	1/22				
1	Tu-F 4:30p-5p		Judge Judy	\$500.00	3.7	30	2	0	2	\$1,000.00	\$135.14	7.4
2	M 4:30p-5p		Judge Judy	\$500.00	5.3	30	0	1	1	\$500.00	\$94.34	5.3
3	Su 7p-8p		60 Minutes-CBS	\$5,000.00	8.5	30	0	0	0	\$0.00	\$588.24	0.0
4	Su 1p-10p		AFC Divisional Game	\$6,250.00	18.5	30	1	0	1	\$6,250.00	\$337.84	18.5
5	Tu-F 6a-7a		Good Day Maine on CBS 13	\$300.00	2.0	30	3	0	3	\$900.00	\$150.00	6.0
add												
6	M 6a-7a		Good Day Maine on CBS 13	\$300.00	2.1	30	0	2	2	\$600.00	\$142.86	4.2
add												
7	M-Tu 12n-12:30p		CBS 13 News at Noon	\$500.00	3.5	30	0	2	2	\$1,000.00	\$142.86	7.0
add												
8	Tu-F 12n-12:30p		CBS 13 News at Noon	\$500.00	3.8	30	3	0	3	\$1,500.00	\$131.58	11.4
add												
10	Th-Su 11p-11:35p		late news	\$500.00	0.0	30	4	0	4	\$2,000.00	\$0.00	0.0
11	M 11p-11:35p		late news	\$500.00	0.0	30	0	1	1	\$500.00	\$0.00	0.0
12	M 5p-6p		EARLY NEWS	\$1,250.00	0.0	30	0	1	1	\$1,250.00	\$0.00	0.0
13	F 5p-6p		EARLY NEWS	\$1,250.00	0.0	30	1	0	1	\$1,250.00	\$0.00	0.0
TOTALS:							14	7	21	\$16,750.00	\$280.10	59.8



125 West 55th St
New York, NY 10019

Contract # 28343218	Changes as of: 1/16/2024 at 1:55 PM	Version: Current State Version 4
CPE: 329/371/4033	Flight: 1/15/24 - 1/28/24	Station: WGME
Agency: TARGET ENTERPRISES 15260 VENTURA BLVD SUITE 1240 SHERMAN OAKS, CA 91403	Advertiser: SFA FUND, INC. Product: SFA Fund Inc. Agency Order #: 13106620 Buyer: Solis, Janet	Market: Portland, ME Office: LOS ANGELES Service: Nielsen Primary Demo: Adults 55+
	Salesperson: MATT JOHNSON 415-281-2442	Assistant: MATT JOHNSON2 415-281-2442
	Separation:	Con Type: POLITICAL/VOTE Total \$: \$16,750.00 Total Spots: 21 Total CPP: \$280.10 Total GRP: 59.8 Traffic #: 5951388

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
01/16/24 1:47 PM	Janet Solis	Other
01/16/24 1:24 PM	MATT JOHNSON	Revised offer.
01/16/24 12:20 PM	MATT JOHNSON	Buyer would like to be in news rather than prime for this 60 minutes spot? Let me know if we could offer News.
01/16/24 11:39 AM	MATT JOHNSON	NA due to NFL airing.
01/16/24 11:31 AM	Rosemarie Costagliola	program not airing dt nfl
01/11/24 3:53 PM	System	Notice Received.
01/11/24 3:03 PM	GOTOSTRATA\mjohanson	1/11 - add to schedule. Thank you.;Separation: 30;PopulationBuyType: CPP
01/02/24 2:47 PM	System	Notice Received.
01/02/24 2:40 PM	GOTOSTRATA\mjohanson	1/02 - Add to schedule. Thank you.;Separation: 30;PopulationBuyType: CPP
01/02/24 10:03 AM	System	Notice Received.
01/02/24 8:10 AM	MATT JOHNSON	4pm cutoff on Tue 1/23. ;Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$43,333
WGME Share:	15%
Comment:	Market shares are estimated
Unknown:	85%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	21	\$16,750.00	\$280.10	59.8
Total	100%	21	\$16,750.00	\$280.10	59.8

Monthly Summary		
Month	Spots	Dollars
2024-Jan	21	\$16,750.00
Total	21	\$16,750.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 1	1/16/24 1:24 PM	MATT JOHNSON	Confirmed	7	1	\$0	\$16,750.00	Changes: Total Spots from 15 to 21, Total GRPs from 68.3 to 59.8, Total CPP from \$245.24 to \$280.10, Total GIMPs from 0 to 60, Total CPM from \$0.00 to \$280,100.33. 5 buylines added or modified.
Revision	1/11/24 3:03 PM	GOTOSTRATA\mjohanson	Confirmed	10		\$4,000.00	\$16,750.00	Changes: Comments from 1/02 - Add to schedule. Thank you.;Separation: 30;PopulationBuyType: CPP to 1/11 - add to schedule. Thank you.;Separation: 30;PopulationBuyType: CPP, Total \$ from \$12,750.00 to \$16,750.00, Total GRPs from 39.7 to 68.3, Total Spots from 5 to 15, Total CPP from \$321.16 to \$245.24. 5 buylines added or modified.
Revision	1/2/24 2:40 PM	GOTOSTRATA\mjohanson	Confirmed	1		\$6,250.00	\$12,750.00	Changes: Comments from 4pm cutoff on Tue 1/23. ;Separation: 30;PopulationBuyType: CPP to 1/02 - Add to schedule. Thank you.;Separation: 30;PopulationBuyType: CPP, Total \$ from \$6,500.00 to \$12,750.00, Total GRPs from 21.2 to 39.7, Total Spots from 4 to 5, Total CPP from \$306.60 to \$321.16. 1 buyline added or modified.
Queued for Electronic Contracting	1/2/24 9:11 AM					\$0	\$0	
New	1/2/24 8:10 AM	MATT JOHNSON	Confirmed	4		\$6,500.00	\$6,500.00	



KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 28343218	Changes as of: 1/16/2024 at 1:55 PM	Version: Current State Version 4	
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Agency: TARGET ENTERPRISES	Advertiser: SFA FUND, INC.	Market: Portland, ME	Total \$: \$16,750.00
15260 VENTURA BLVD	Product: SFA Fund Inc.	Office: LOS ANGELES	Total Spots: 21
SUITE 1240	Agency Order #: 13106620	Service: Nielsen	Total CPP: \$280.10
SHERMAN OAKS, CA 91403	Buyer: Solis, Janet	Primary Demo: Adults 55+	Total GRP: 59.8
	Salesperson: MATT JOHNSON	Assistant: MATT JOHNSON2	Traffic #: 5951388
	415-281-2442	415-281-2442	
	Separation:		

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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