



125 West 55th St
New York, NY 10019

Contract # 28400850	Changes as of: 5/14/2024 at 5:24 PM	Version: Original Order
CPE: 1640/2485/7082	Flight: 5/16/24 - 5/22/24	Station: WLOS
Agency: STRATEGIC MEDIA PLACEMENT 7669 Stagers Loop Delaware, OH 43015	Advertiser: STEWART JONES SC-03	Market: Greenville-Spartanburg
	Product: Greenville Broadcast	Office: PHILADELPHIA
	Agency Order #: 13436338	Service: Nielsen
	Buyer: Ballard, Charlie	Primary Demo: Adults 35+
	Salesperson: FRAN BROWN 215-563-5400	Assistant: FRAN BROWN 215-563-5400

Con Type: POLITICAL/VOTE
Total \$: \$3,025.00
Total Spots: 13
Total CPP: \$145.43
Total GRP: 20.8

Separation:

Comments: Separation: 30;PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	A35P Rating	Len	5/16 - 5/16		Total Spots	Total \$	CPP*	GRP*
							5/16					
1	Th-F,M-W 5:30a-6a		News 13 Early Edition	\$150.00	0.8	30	1		1	\$150.00	\$187.50	0.8
2	Th-F,M-W 7a-8a		Good Morning America	\$325.00	1.8	30	1		1	\$325.00	\$180.56	1.8
3	Th-F,M-W 8a-9a		Good Morning America	\$275.00	1.8	30	1		1	\$275.00	\$152.78	1.8
4	Su 7a-8a		News 13 Sunday at 7:00AM	\$175.00	1.4	30	1		1	\$175.00	\$125.00	1.4
5	Th-F,M-W 5p-5:30p		News 13 at 5PM	\$300.00	2.4	30	1		1	\$300.00	\$125.00	2.4
6	Th-F,M-W 5:30p-6p		News 13 at 5PM	\$325.00	2.4	30	1		1	\$325.00	\$135.42	2.4
7	Th-F,M-W 6p-6:30p		News 13 at 6PM	\$450.00	4.0	30	1		1	\$450.00	\$112.50	4.0
8	Th-F,M-W 11p-11:30p		News 13 Tonight	\$275.00	1.6	30	1		1	\$275.00	\$171.88	1.6
9	Sa 11p-11:30p		News 13 Tonight	\$250.00	1.6	30	1		1	\$250.00	\$156.25	1.6
10	Th-F,M-W 10a-10:30a		Family Feud	\$125.00	0.8	30	2		2	\$250.00	\$156.25	1.6
11	Th-F,M-W 10:30a-11a		Jeopardy	\$125.00	0.7	30	2		2	\$250.00	\$178.57	1.4
TOTALS:									13	\$3,025.00	\$145.43	20.8



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
05/14/24 5:24 PM	FRAN BROWN	Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$7,563
WLOS Share:	40%
Comment:	
Unknown:	60%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	13	\$3,025.00	\$145.43	20.8
Total	100%	13	\$3,025.00	\$145.43	20.8

Monthly Summary		
Month	Spots	Dollars
2024-May	13	\$3,025.00
Total	13	\$3,025.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	5/15/24 8:32 AM					\$0	\$0	
New	5/14/24 5:24 PM	FRAN BROWN	New	13		\$3,025.00	\$3,025.00	

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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