



125 West 55th St
New York, NY 10019

Contract # 27874256	Changes as of: 8/3/2022 at 9:28 AM	Version: Current State Version 1
CPE: 443/909/10793	Flight: 8/30/22 - 9/6/22	Station: WYTV
Agency: MENTZER MEDIA SERVIC	Advertiser: One Nation	Market: Youngstown-Warren
2210 Grey Fox Court Bel Air, MD 21015	Product: ONPOH	Office: WASHINGTON
	Agency Order #: 11884692	Service: Nielsen
	Buyer: Scott, Kelly	Primary Demo: Adults 18+
	Salesperson: SHANNAN YALLOF 212-373-8131	Assistant: SHANNAN YALLOF 212-373-8131
	Separation:	
Comments: Separation: 30,PopulationBuyType: CPP		
		Con Type: POLITICAL/VOTE
		Total \$: \$8,190.00
		Total Spots: 61
		Total CPP: \$61.21
		Total GRP: 133.8

#	Day/Time	DP	Program	Rate	A18P Rating	Len	8/30 - 9/6							Total Spots	Total \$	CPP*	GRP*	
							8/30	8/31	9/1	9/2	9/3	9/4	9/5					9/6
1	Tu-F,M 5a-5:30a		Daybreak 5AM	\$75.00	1.9	30	1	1	1	1	0	0	0	1	5	\$375.00	\$39.47	9.5
1219532 Index: 131																		
2	Tu-F,M 5:30a-6a		Daybreak 5AM	\$75.00	1.9	30	1	0	1	1	0	0	1	1	5	\$375.00	\$39.47	9.5
1219532 Index: 131																		
3	Tu-F,M 6a-6:30a		Daybreak 6AM	\$125.00	3.0	30	0	1	1	0	0	0	1	0	3	\$375.00	\$41.67	9.0
1219532 Index: 127																		
4	Tu-F,M 6:30a-7a		Daybreak 6AM	\$125.00	3.0	30	1	0	1	0	0	0	0	1	3	\$375.00	\$41.67	9.0
1219532 Index: 127																		
5	Tu-F,M 7a-8a		Good Morning America	\$125.00	3.0	30	1	0	1	1	0	0	0	0	3	\$375.00	\$41.67	9.0
1219532 Index: 127																		
6	Tu-F,M 1p-2p		GMA3: What You Need To Know	\$35.00	1.4	30	1	1	1	0	0	0	0	1	4	\$140.00	\$25.00	5.6
1219532 Index: 127																		
7	Tu-F,M 4p-5p		Kelly Clarkson	\$35.00	1.3	30	1	1	1	1	0	0	0	1	5	\$175.00	\$26.92	6.5
1219532 Index: 137																		
8	Tu-F,M 5:30p-6p		Jeopardy	\$50.00	1.3	30	1	1	1	1	0	0	0	1	5	\$250.00	\$38.46	6.5
1219532 Index: 122																		
9	Tu-F,M 6p-6:30p		33 News at 6PM	\$250.00	2.1	30	0	1	0	1	0	0	1	0	3	\$750.00	\$119.05	6.3
1219532 Index: 124																		
10	Tu-F,M 7p-7:30p		33 News at 7PM	\$250.00	2.3	30	1	0	1	1	0	0	0	0	3	\$750.00	\$108.70	6.9
1219532 Index: 129																		
11	Tu-F,M 7:30p-8p		Entertainment Tonight	\$100.00	2.9	30	1	0	0	1	0	0	0	1	3	\$300.00	\$34.48	8.7
1219532 Index: 126																		
12	Tu 8p-9p		Celebrity Family Feud (R)-ABC	\$350.00	3.4	30	1	0	0	0	0	0	0	1	2	\$700.00	\$102.94	6.8
1219532 Index: 139																		
13	Tu 9p-10p		Judge Steve Harvey (R)-ABC	\$350.00	3.4	30	1	0	0	0	0	0	0	1	2	\$700.00	\$102.94	6.8
1219532 Index: 139																		



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							8/30	8/31	9/1	9/2	9/3	9/4	9/5					9/6
14	Th 8p-9p		Press Your Luck-ABC	\$275.00	3.5	30	0	0	1	0	0	0	0	0	1	\$275.00	\$78.57	3.5
1219532 Index: 126																		
15	Th 9p-10p		Generation Gap-ABC	\$275.00	3.4	30	0	0	1	0	0	0	0	0	1	\$275.00	\$80.88	3.4
1219532 Index: 139																		
16	F 8p-9p		Shark Tank (R)-ABC	\$350.00	2.7	30	0	0	0	1	0	0	0	0	1	\$350.00	\$129.63	2.7
1219532 Index: 133																		
17	F 9p-11p		20/20 (2 hours)-ABC	\$200.00	3.4	30	0	0	0	2	0	0	0	0	2	\$400.00	\$58.82	6.8
1219532 Index: 139																		
18	Su 7p-7:30p		Abbott Elementary (R)-ABC	\$250.00	3.8	30	0	0	0	0	0	1	0	0	1	\$250.00	\$65.79	3.8
1219532 Index: 134																		
19	Tu-F,M 11p-11:35p		33 News at 11PM	\$200.00	1.7	30	1	0	1	0	0	0	1	0	3	\$600.00	\$117.65	5.1
1219532 Index: 139																		
20	Sa 11p-11:35p		33 News at 11PM	\$150.00	1.4	30	0	0	0	0	1	0	0	0	1	\$150.00	\$107.14	1.4
1219532 Index: 140																		
21	Su 11p-11:35p		33 News at 11PM	\$150.00	1.4	30	0	0	0	0	0	1	0	0	1	\$150.00	\$107.14	1.4
1219532 Index: 140																		
22	Tu-F,M 11:35p-12:37a		Jimmy Kimmel Live-ABC	\$25.00	1.4	30	0	1	1	1	0	0	0	1	4	\$100.00	\$17.86	5.6
1219532 Index: 143																		
TOTALS:							12	7	13	12	1	2	4	10	61	\$8,190.00	\$61.21	133.8



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
08/03/22 9:28 AM	SHANNAN YALLOF	Separation: 30,PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$55,433
WYTV Share:	15%
Comment:	
WKBN:	29%
WYFX:	8%
Unknown:	48%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	61	\$8,190.00	\$61.21	133.8
Total	100%	61	\$8,190.00	\$61.21	133.8

Monthly Summary		
Month	Spots	Dollars
2022-Sep	61	\$8,190.00
Total	61	\$8,190.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	8/3/22 12:00 PM					\$0	\$0	
New	8/3/22 9:27 AM	SHANNAN YALLOF	New	61		\$8,190.00	\$8,190.00	

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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