



125 West 55th St
New York, NY 10019

3665095 ✓

Contract # 27883649	Changes as of: 8/19/2022 at 4:12 PM	Version: Current State Version 1
CPE: 275/920/10905	Flight: 9/20/22 - 9/26/22	Station: WYTV
Agency: MENTZER MEDIA SERVIC 2210 Grey Fox Court Bel Air, MD 21015	Advertiser: Senate Leadership Fund	Market: Youngstown-Warren
	Product: SLFOH	Office: WASHINGTON
	Agency Order #: 11931645	Service: Nielsen
	Buyer: Scott, Kelly	Primary Demo: Adults 18+
	Salesperson: SHANNAN YALLOF 212-373-8131	Assistant: SHANNAN YALLOF 212-373-8131
	Separation:	Con Type: POLITICAL/VOTE
		Total \$: \$9,055.00
		Total Spots: 54
		Total CPP: \$69.23
		Total GRP: 130.8

Comments: Separation: 30; PopulationBuyType: CPP **Est 10905**

#	Day/Time	DP	Program	Rate	A18P Rating	Len	Tues Wed Thur Fri Sat Sun							Total Spots	Total \$	CPP*	GRP*
							9/20	9/21	9/22	9/23	9/24	9/25	9/26				
1	Tu-F,M 5a-5:30a		Daybreak 5AM P2	\$125.00	1.9	30	1	1	1	1	0	0	0	4	\$500.00	\$65.79	7.6
1231669 Index: 120																	
2	Tu-F,M 6:30a-7a		Daybreak 6AM P3	\$175.00	2.9	30	1	1	1	1	0	0	(1-)	5	\$875.00	\$60.34	14.5
1231669 Index: 114																	
3	Tu-F,M 7a-8a		Good Morning America P2	\$175.00	2.9	30	1	0	1	1	0	0	(1-)	4	\$700.00	\$60.34	11.6
1231669 Index: 114																	
4	Su 8a-9a		Good Morning America Sunday P2	\$125.00	2.7	30	0	0	0	0	0	1	0	1	\$125.00	\$46.30	2.7
1231669 Index: 121																	
5	Tu-F,M 11a-12n		he View P2	\$75.00	1.6	30	1	0	1	0	0	0	(1)	3	\$225.00	\$46.88	4.8
1231669 Index: 134																	
6	Tu-F,M 4p-5p		Kelly Clarkson P4	\$35.00	1.6	30	1	0	1	1	0	0	(1)	4	\$140.00	\$21.88	6.4
1231669 Index: 136																	
7	Tu-F,M 5:30p-6p		Jeopardy P3	\$50.00	1.3	30	1	1	1	1	0	0	(1)	5	\$250.00	\$38.46	6.5
1231669 Index: 119																	
8	Tu-F,M 7p-7:30p		33 News at 7PM P2	\$300.00	2.4	30	0	1	1	0	0	0	(1)	3	\$900.00	\$125.00	7.2
1231669 Index: 127																	
9	Tu-F,M 7:30p-8p		Entertainment Tonight P2	\$135.00	2.8	30	1	1	1	0	0	0	(1)	4	\$540.00	\$48.21	11.2
1231669 Index: 122																	
10	Tu 10p-11p		The Rookie (R)-ABC P3	\$225.00	2.2	30	1	0	0	0	0	0	0	1	\$225.00	\$102.27	2.2
1231669 Index: 118																	
11	W 8p-9p		The Conners/The Goldbergs-ABC P3	\$300.00	3.0	30	0	1	0	0	0	0	0	1	\$300.00	\$100.00	3.0
1231669 Index: 123																	
12	W 9p-10p		Abbott Elementary/Home Economics-ABC P3	\$300.00	3.0	30	0	1	0	0	0	0	0	1	\$300.00	\$100.00	3.0
1231669 Index: 123																	
13	Th 8p-9p		Press Your Luck-ABC P3	\$275.00	3.0	30	0	0	1	0	0	0	0	1	\$275.00	\$91.67	3.0
1231669 Index: 124																	

Handwritten note: P3 (\$10 off rate card)

KATZ TELEVISION GROUP

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							9/20	9/21	9/22	9/23	9/24	9/25	9/26					
14	Th 9p-10p		Generation Gap-ABC P3	\$275.00	3.0	30	0	0	1	0	0	0	0	4R	1	\$275.00	\$91.67	3.0
1231669 Index: 123																		
15	F 9p-11p		20/20 (2 hours) (Season Premiere)-ABC P3	\$200.00	3.0	30	0	0	0	2	0	0	0		2	\$400.00	\$66.67	6.0
1231669 Index: 123																		
16	Su 8p-9p		Celebrity Jeopardy-ABC P3	\$300.00	5.4	30	0	0	0	0	0	1	0		1	\$300.00	\$55.56	5.4
1231669 Index: 118																		
17	Su 9p-10p		Celebrity Wheel of Fortune-ABC P3	\$300.00	3.5	30	0	0	0	0	0	1	0		1	\$300.00	\$85.71	3.5
1231669 Index: 119																		
18	Su 10p-11p		The Rookie-ABC P3	\$300.00	3.2	30	0	0	0	0	0	1	0		1	\$300.00	\$93.75	3.2
1231669 Index: 123																		
19	Tu-F,M 11p-11:35p		33 News at 11PM P2	\$250.00	1.9	30	1	0	1	0	0	0	1		3	\$750.00	\$131.58	5.7
1231669 Index: 129																		
20	Sa 11p-11:35p		33 News at 11PM P3	\$150.00	4.4	30	0	0	0	0	1	0	0		1	\$150.00	\$34.09	4.4
1231669 Index: 122																		
21	Su 11p-11:35p		33 News at 11PM P2	\$200.00	4.4	30	0	0	0	0	0	1	0		1	\$200.00	\$45.45	4.4
1231669 Index: 122																		
22	Tu-F,M 11:35p-12:37a		Jimmy Kimmel Live-ABC P3	\$25.00	1.4	30	1	1	1	1	0	0	1	P4	5	\$125.00	\$17.86	7.0
1231669 Index: 128																		
23	M 8p-11:15p		NFL MNF: Dallas @ NY Giants P2	\$900.00	4.5	30	0	0	0	0	0	0	1		1	\$900.00	\$200.00	4.5
1231669 Index: 123																		
TOTALS:							10	8	12	8	1	5	10		54	\$9,055.00	\$69.23	130.8



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
08/19/22 4:12 PM	SHANNAN YALLOF	Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$75,692
WYTV Share:	13%
Comment:	
WKBN:	30%
WYFX:	7%
Unknown:	50%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	54	\$9,055.00	\$69.23	130.8
Total	100%	54	\$9,055.00	\$69.23	130.8

Monthly Summary		
Month	Spots	Dollars
2022-Sep	44	\$6,935.00
2022-Oct	10	\$2,120.00
Total	54	\$9,055.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	8/19/22 2:47 PM	SHANNAN YALLOF	New	54		\$9,055.00	\$9,055.00	

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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