



125 West 55th St
New York, NY 10019

3665074 ✓

Contract # 27883648	Changes as of: 8/19/2022 at 4:12 PM	Version: Current State Version 1
CPE: 275/920/10904	Flight: 9/13/22 - 9/19/22	Station: WYTV
Agency: MENTZER MEDIA SERVIC	Advertiser: Senate Leadership Fund	Market: Youngstown-Warren
2210 Grey Fox Court Bel Air, MD 21015	Product: SLFOH	Office: WASHINGTON
	Agency Order #: 11931619	Service: Nielsen
	Buyer: Scott, Kelly	Primary Demo: Adults 18+
	Salesperson: SHANNAN YALLOF 212-373-8131	Assistant: SHANNAN YALLOF 212-373-8131

Con Type: POLITICAL/VOTE
Total \$: \$10,305.00
Total Spots: 56
Total CPP: \$77.19
Total GRP: 133.5

Separation:
Comments: Separation: 30:PopulationBuyType: CPP *Est 10904*

#	Day/Time	DP	Program	Rate	A18P Rating	Len	9/13 - 9/19							Total Spots	Total \$	CPP*	GRP*
							9/13	9/14	9/15	9/16	9/17	9/18	9/19				
1	Tu-F,M 5a-5:30a		Daybreak 5AM <i>P2</i>	\$125.00	1.9	30	1	1	1	1	0	0	0	4	\$500.00	\$65.79	7.6
<i>1231669 Index 120</i>																	
2	Tu-F,M 6:30a-7a		Daybreak 6AM <i>P2</i>	\$175.00	2.9	30	1	1	1	1	0	0	1	5	\$875.00	\$60.34	14.5
<i>1231669 Index 114</i>																	
3	Tu-F,M 7a-8a		Good Morning America <i>P2</i>	\$175.00	2.9	30	1	0	1	1	0	0	1	4	\$700.00	\$60.34	11.6
<i>1231669 Index 114</i>																	
4	Su 8a-9a		Good Morning America Sunday <i>P2</i>	\$125.00	2.7	30	0	0	0	0	0	1	0	1	\$125.00	\$46.30	2.7
<i>1231669 Index 121</i>																	
5	Tu-F,M 11a-12n		The View <i>P2</i>	\$75.00	1.6	30	1	0	1	0	0	0	1	3	\$225.00	\$46.88	4.8
<i>1231669 Index 134</i>																	
6	Tu-F,M 4p-5p		Kelly Clarkson <i>P4</i>	\$35.00	1.6	30	0	1	1	1	0	0	1	4	\$140.00	\$21.88	6.4
<i>1231669 Index 136</i>																	
7	Tu-F,M 5:30p-6p		Jeopardy <i>P3</i>	\$50.00	1.3	30	1	1	1	1	0	0	1	5	\$250.00	\$38.46	6.5
<i>1231669 Index 119</i>																	
8	Tu-F,M 7p-7:30p		33 News at 7PM <i>P2</i>	\$300.00	2.4	30	0	1	1	0	0	0	1	3	\$900.00	\$125.00	7.2
<i>1231669 Index 127</i>																	
9	Tu-F,M 7:30p-8p		Entertainment Tonight <i>P2</i>	\$135.00	2.8	30	1	1	1	0	0	0	1	4	\$540.00	\$48.21	11.2
<i>1231669 Index 122</i>																	
10	Tu 8p-9p		Celebrity Family Feud (R)-ABC <i>P3</i>	\$350.00	3.0	30	1	0	0	0	0	0	0	1	\$350.00	\$116.67	3.0
<i>1231669 Index 123</i>																	
11	Tu 9p-10p		Judge Steve Harvey (R)-ABC <i>P3</i>	\$350.00	3.0	30	1	0	0	0	0	0	0	1	\$350.00	\$116.67	3.0
<i>1231669 Index 123</i>																	
12	Tu 10p-11p		The Rookie (R)-ABC <i>P3</i>	\$225.00	2.2	30	1	0	0	0	0	0	0	1	\$225.00	\$102.27	2.2
<i>1231669 Index 118</i>																	
13	W 8p-9p		The Conners (R)/The Goldbergs (R)-ABC <i>P3</i>	\$300.00	3.4	30	0	1	0	0	0	0	0	1	\$300.00	\$88.24	3.4
<i>1231669 Index 122</i>																	

KATZ TELEVISION GROUP

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		Total Spots: 56 Total CPP: \$77.19 Total GRP: 133.5

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							9/13	9/14	9/15	9/16	9/17	9/18	9/19					
14	W 9p-10p		Abbott Elementary (R)/Home Economics (R)-ABC P3	\$300.00	2.8	30	0	1	0	0	0	0	0	1	\$300.00	\$107.14	2.8	
1231669 Index: 121																		
15	W 10p-11p		Press Your Luck (R)-ABC P3	\$300.00	2.2	30	0	1	0	0	0	0	0	1	\$300.00	\$136.36	2.2	
1231669 Index: 118																		
16	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																		
17	Th 9p-10p		Generation Gap-ABC P3	\$275.00	3.0	30	0	0	1	0	0	0	0	1	\$275.00	\$91.67	3.0	
1231669 Index: 123																		
18	F 8p-9p		Shark Tank (R)-ABC P3	\$350.00	2.7	30	0	0	0	1	0	0	0	1	\$350.00	\$129.63	2.7	
1231669 Index: 122																		
19	F 9p-11p		20/20 (2 hours)-ABC P3	\$200.00	3.0	30	0	0	0	1	0	0	0	1	\$200.00	\$66.67	3.0	
1231669 Index: 123																		
20	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																		
21	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																		
22	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																		
23	Tu-F,M 11:35p-12:37a		Jimmy Kimmel Live-ABC P3	\$25.00	1.4	30	1	1	1	1	0	0	1	5	\$125.00	\$17.86	7.0	
1231669 Index: 128																		
24	M 8p-11:30p		NFL MNF: Philadelphia vs. Minnesota P2	\$900.00	4.5	30	0	0	0	0	0	0	1	1	\$900.00	\$200.00	4.5	
1231669 Index: 123																		
25	Sa 3:30p-7:30p		College FB/kate Mississippi @ Georgia Tech P3	\$500.00	3.0	30	0	0	0	0	1	0	0	1	\$500.00	\$166.67	3.0	
1231669 Index: 118																		
26	Sa 7:30p-11p		Michigan State @ Washington P2	\$500.00	3.7	30	0	0	0	0	1	0	0	1	\$500.00	\$135.14	3.7	
1231669 Index: 116																		
							TOTALS:	11	10	12	8	3	2	10	56	\$10,305.00	\$77.19	133.5



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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%	56	\$10,305.00	\$77.19	133.5
Total	100%	56	\$10,305.00	\$77.19	133.5

Monthly Summary		
Month	Spots	Dollars
2022-Sep	56	\$10,305.00
Total	56	\$10,305.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	8/19/22 2:47 PM	SHANNAN YALLOF	New	56		\$10,305.00	\$10,305.00	

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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