



125 West 55th St
New York, NY 10019

Contract # 27883650 Changes as of: 8/19/2022 at 4:12 PM Version: Current State Version 1
 CPE: 275/920/10906 Flight: 9/27/22 - 10/3/22 Station: WYTV Con Type: POLITICAL/VOTE
 Agency: MENTZER MEDIA Advertiser: Senate Leadership Market: Youngstown-Warren Total \$: \$11,590.00
 SERVIC Fund Office: WASHINGTON Total Spots: 77
 2210 Grey Fox Court Product: SLFOH Service: Nielsen Total CPP: \$63.89
 Bel Air, MD 21015 Agency Order #: 11931671 Primary Demo: Adults 18+ Total GRP: 181.4
 Buyer: Scott, Kelly Assistant: SHANNAN YALLOF 212-373-8131
 Salesperson: SHANNAN YALLOF 212-373-8131

3605149 ✓

Separation:
 Comments: Separation: 30;PopulationBuyType: CPP *Est 10906*

#	Day/Time	DP	Program	Rate	A18P Rating	Len	4Q						Total Spots	Total \$	CPP*	GRP*	
							9/27	9/28	9/29	9/30	10/1	10/2					10/3
1	Tu-F,M 5a-5:30a		Daybreak 5AM <i>P3</i>	\$75.00	1.9	30	1	1	1	1	0	0	1	5	\$375.00	\$39.47	9.5
<i>1231669 Index: 120</i>																	
2	Tu-F,M 5:30a-6a		Daybreak 5AM <i>P3</i>	\$75.00	1.9	30	1	1	1	1	0	0	1	5	\$375.00	\$39.47	9.5
<i>1231669 Index: 120</i>																	
3	Tu-F,M 6a-6:30a		Daybreak 6AM <i>P3</i>	\$125.00	2.9	30	1	1	1	1	0	0	1	5	\$625.00	\$43.10	14.5
<i>1231669 Index: 114</i>																	
4	Tu-F,M 6:30a-7a		Daybreak 6AM <i>P3</i>	\$125.00	2.9	30	0	1	1	1	0	0	1	4	\$500.00	\$43.10	11.6
<i>1231669 Index: 114</i>																	
5	Tu-F,M 7a-8a		Good Morning America <i>P3</i>	\$125.00	2.9	30	1	1	1	0	0	0	1	4	\$500.00	\$43.10	11.6
<i>1231669 Index: 114</i>																	
6	Tu-F,M 8a-9a		Good Morning America <i>P3</i>	\$125.00	1.3	30	1	0	1	1	0	0	0	3	\$375.00	\$96.15	3.9
<i>1231669 Index: 127</i>																	
7	Sa 8a-10a		Good Morning America Saturday <i>P2</i>	\$125.00	2.2	30	0	0	0	0	1	0	0	1	\$125.00	\$56.82	2.2
<i>1231669 Index: 128</i>																	
8	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>																	
9	Tu-F,M 1p-2p		GMA3: What You Need To Know <i>P3</i>	\$35.00	1.3	30	0	1	1	1	0	0	1	4	\$140.00	\$26.92	5.2
<i>1231669 Index: 132</i>																	
10	Tu-F,M 4p-5p		Kelly Clarkson <i>P4</i>	\$35.00	1.6	30	1	1	1	1	0	0	1	5	\$175.00	\$21.88	8.0
<i>1231669 Index: 136</i>																	
11	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>																	
12	Tu-F,M 6p-6:30p		33 News at 6PM <i>P2</i>	\$300.00	2.1	30	1	0	1	0	0	0	1	3	\$900.00	\$142.86	6.3
<i>1231669 Index: 117</i>																	
13	Tu-F,M 7p-7:30p		33 News at 7PM <i>P2</i>	\$300.00	2.4	30	1	1	1	1	0	0	1	5	\$1,500.00	\$125.00	12.0
<i>1231669 Index: 127</i>																	

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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 #: 11931671	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 \$: \$11,590.00
		Total Spots: 77 Total CPP: \$63.89 Total GRP: 181.4

#	Day/Time	DP	Program	Rate	A18P Rating	Len	9/27 - 10/3							Total Spots	Total \$	CPP*	GRP*	
							9/27	9/28	9/29	9/30	10/1	10/2	10/3					
14	Tu-F,M 7:30p-8p		Entertainment Tonight P3	\$100.00	2.8	30	1	1	0	1	0	0	1		4	\$400.00	\$35.71	11.2
1231669 Index: 122																		
15	M 8p-10p		Bachelor in Paradise Mon-ABC P3	\$350.00	2.7	30	0	0	0	0	0	0	1		1	\$350.00	\$129.63	2.7
1231669 Index: 123																		
16	Tu 8p-10p		Bachelor in Paradise Tue-ABC P3	\$350.00	2.7	30	1	0	0	0	0	0	0		1	\$350.00	\$129.63	2.7
1231669 Index: 123																		
17	Tu 10p-11p		The Rookie: Feds-ABC P3	\$225.00	2.2	30	1	0	0	0	0	0	0		1	\$225.00	\$102.27	2.2
1231669 Index: 118																		
18	W 8p-9p		The Conners/The Goldbergs-ABC P3	\$350.00	3.0	30	0	1	0	0	0	0	0		1	\$350.00	\$116.67	3.0
1231669 Index: 123																		
19	W 9p-10p		Abbott Elementary/Home Economics-ABC P3	\$350.00	3.0	30	0	1	0	0	0	0	0		1	\$350.00	\$116.67	3.0
1231669 Index: 123																		
20	Th 8p-9p		Press Your Luck-ABC	\$450.00	3.0	30	0	0	0	0	0	0	0		0	\$0.00	\$150.00	0.0
1231669 Index: 124																		
21	F 8p-9p		Shark Tank-ABC P3	\$350.00	2.7	30	0	0	0	1	0	0	0		1	\$350.00	\$129.63	2.7
1231669 Index: 122																		
22	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																		
23	Su 7p-8p		America's Funniest Home Videos-ABC P3	\$350.00	5.6	30	0	0	0	0	0	1	0		1	\$350.00	\$62.50	5.6
1231669 Index: 123																		
24	Su 8p-9p		Celebrity Jeopardy-ABC P3	\$275.00	5.4	30	0	0	0	0	0	1	0		1	\$275.00	\$50.93	5.4
1231669 Index: 118																		
25	Su 9p-10p		Celebrity Wheel of Fortune-ABC P3	\$275.00	3.5	30	0	0	0	0	0	1	0		1	\$275.00	\$78.57	3.5
1231669 Index: 119																		
26	Su 10p-11p		The Rookie-ABC P3	\$225.00	3.2	30	0	0	0	0	0	1	0		1	\$225.00	\$70.31	3.2
1231669 Index: 123																		

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							9/27	9/28	9/29	9/30	10/1	10/2	10/3				
27	Tu-F,M 11p-11:35p		33 News at 11PM P2	\$250.00	1.9	30	0	1	0	1	0	0	1	3	\$750.00	\$131.58	5.7
1231669 Index: 129																	
28	Sa 11p-11:35p		33 News at 11PM P2	\$200.00	4.4	30	0	0	0	0	1	0	0	1	\$200.00	\$45.45	4.4
1231669 Index: 122																	
29	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																	
30	Tu-F,M 11:35p-12:37a		Jimmy Kimmel Live-ABC P3	\$35.00	1.4	30	1	1	1	1	0	0	1	5	\$175.00	\$25.00	7.0
1231669 Index: 128																	
31	Sa 12n-3:30p		ABC College Football Early Game P3	\$300.00	2.4	30	0	0	0	0	1	0	0	1	\$300.00	\$125.00	2.4
1231669 Index: 123																	
32	Sa 7:30p-11p		ABC Saturday Night College Football P3	\$300.00	5.8	30	0	0	0	0	1	0	0	1	\$300.00	\$51.72	5.8
1231669 Index: 114																	
TOTALS:							13	14	12	14	4	6	14	77	\$11,590.00	\$63.89	181.4



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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%	77	\$11,590.00	\$63.89	181.4
Total	100%	77	\$11,590.00	\$63.89	181.4

Monthly Summary		
Month	Spots	Dollars
2022-Oct	77	\$11,590.00
Total	77	\$11,590.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	8/19/22 2:47 PM	SHANNAN YALLOF	New	77		\$11,590.00	\$11,590.00	

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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