



125 West 55th St
New York, NY 10019

Contract # 27883654 Changes as of: 8/19/2022 at 4:12 PM Version: Current State Version 1
 CPE: 275/920/10910 Flight: 10/25/22 - 10/31/22 Station: WYTV Con Type: POLITICAL/VOTE
 Agency: MENTZER MEDIA Advertiser: Senate Leadership Market: Youngstown-Warren Total \$: \$10,730.00
 SERVIC Fund Office: WASHINGTON Total Spots: 65
 2210 Grey Fox Court Product: SLFOH Service: Nielsen Total CPP: \$60.35
 Bel Air, MD 21015 Agency Order #: 11931779 Primary Demo: Adults 18+ Total GRP: 177.8
 Buyer: Scott, Kelly Salesperson: SHANNAN YALLOF Assistant: SHANNAN YALLOF 212-373-8131
 Separation:
 Comments: Separation: 30;PopulationBuyType: CPP

3665245 ✓

#	Day/Time	DP	Program	Rate	A18P Rating	Len	10/25 - 10/31							Total Spots	Total \$	CPP*	GRP*
							10/25	10/26	10/27	10/28	10/29	10/30	10/31				
1	Tu-F,M 4p-5p		Kelly Clarkson <i>P4</i>	\$35.00	1.9	30	1	1	1	1	0	0	1	5	\$175.00	\$18.42	9.5
<i>1231669 Index: 139</i>																	
2	Tu-F,M 11:35p-12:37a		Jimmy Kimmel Live-ABC <i>P3</i>	\$35.00	1.7	30	1	1	1	0	0	0	1	4	\$140.00	\$20.59	6.8
<i>1231669 Index: 131</i>																	
3	Su 7:30a-8a		This Week in Pennsylvania <i>P4</i>	\$30.00	1.3	30	0	0	0	0	0	1	0	1	\$30.00	\$23.08	1.3
<i>1231669 Index: 138</i>																	
4	Tu-F,M 7:30p-8p		Entertainment Tonight <i>P3</i>	\$100.00	3.5	30	1	1	1	1	0	0	1	5	\$500.00	\$28.57	17.5
<i>1231669 Index: 120</i>																	
5	Tu-F,M 11a-12n		The View <i>P3</i>	\$65.00	2.1	30	0	1	1	1	0	0	1	4	\$260.00	\$30.95	8.4
<i>1231669 Index: 134</i>																	
6	Tu-F,M 5:30p-6p		Jeopardy <i>P3</i>	\$50.00	1.6	30	1	0	1	1	0	0	1	4	\$200.00	\$31.25	6.4
<i>1231669 Index: 132</i>																	
7	Tu-F,M 5a-5:30a		Daybreak 5AM <i>P3</i>	\$75.00	2.2	30	1	1	1	1	0	0	1	5	\$375.00	\$34.09	11.0
<i>1231669 Index: 126</i>																	
8	Tu-F,M 6:30a-7a		Daybreak 6AM <i>P3</i>	\$125.00	3.3	30	1	0	1	1	0	0	1	4	\$500.00	\$37.88	13.2
<i>1231669 Index: 120</i>																	
9	Tu-F,M 7a-8a		Good Morning America <i>P3</i>	\$125.00	3.3	30	1	1	1	1	0	0	1	5	\$625.00	\$37.88	16.5
<i>1231669 Index: 120</i>																	
10	Su 8p-9p		Celebrity Jeopardy-ABC <i>P3</i>	\$275.00	5.2	30	0	0	0	0	0	0	1	1	\$275.00	\$52.88	5.2
<i>1231669 Index: 120</i>																	
11	Su 8a-9a		Good Morning America Sunday <i>P2</i>	\$125.00	2.3	30	0	0	0	0	0	0	1	1	\$125.00	\$54.35	2.3
<i>1231669 Index: 129</i>																	
12	Sa 11p-11:35p		33 News at 11PM <i>P2</i>	\$200.00	3.7	30	0	0	0	0	0	1	0	1	\$200.00	\$54.05	3.7
<i>1231669 Index: 121</i>																	
13	Su 11p-11:35p		33 News at 11PM <i>P2</i>	\$200.00	3.7	30	0	0	0	0	0	0	1	1	\$200.00	\$54.05	3.7
<i>1231669 Index: 121</i>																	

KATZ TELEVISION GROUP

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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 #: 11931779	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 \$: \$10,730.00
		Total Spots: 65 Total CPP: \$60.35 Total GRP: 177.8

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							10/25	10/26	10/27	10/28	10/29	10/30	10/31				
14	F 9p-11p		20/20 (2 hours)-ABC P3	\$200.00	3.6	30	0	0	0	1	0	0	0	1	\$200.00	\$55.56	3.6
1231669 Index: 121																	
15	Tu-F,M 8a-9a		Good Morning America P3	\$125.00	2.0	30	1	0	1	1	0	0	0	3	\$375.00	\$62.50	6.0
1231669 Index: 130																	
16	Sa 3:30p-7:30p		ABC College Football Late Game P3	\$300.00	4.1	30	0	0	0	0	1	0	0	1	\$300.00	\$73.17	4.1
1231669 Index: 120																	
17	Sa 12n-3:30p		ABC College Football Early Game P3	\$300.00	3.9	30	0	0	0	0	1	0	0	1	\$300.00	\$76.92	3.9
1231669 Index: 122																	
18	F 8p-9p		Shark Tank-ABC P3	\$350.00	4.1	30	0	0	0	1	0	0	0	1	\$350.00	\$85.37	4.1
1231669 Index: 126																	
19	Su 9p-10p		Celebrity Wheel of Fortune-ABC P3	\$275.00	3.2	30	0	0	0	0	0	1	0	1	\$275.00	\$85.94	3.2
1231669 Index: 130																	
20	Tu 8p-10p		Bachelor in Paradise Tue-ABC P3	\$350.00	3.8	30	1	0	0	0	0	0	0	1	\$350.00	\$92.11	3.8
1231669 Index: 126																	
21	M 8p-10p		Bachelor in Paradise Mon-ABC P3	\$350.00	3.8	30	0	0	0	0	0	0	1	1	\$350.00	\$92.11	3.8
1231669 Index: 126																	
22	W 8p-9p		The Conners/The Goldbergs-ABC P3	\$350.00	3.6	30	0	1	0	0	0	0	0	1	\$350.00	\$97.22	3.6
1231669 Index: 121																	
23	W 9p-10p		Abbott Elementary/Home Economics-ABC P3	\$350.00	3.6	30	0	1	0	0	0	0	0	1	\$350.00	\$97.22	3.6
1231669 Index: 121																	
24	Th 8p-9p		Station 19-ABC P3	\$450.00	4.4	30	0	0	1	0	0	0	0	1	\$450.00	\$102.27	4.4
1231669 Index: 114																	
25	Tu-F,M 7p-7:30p		33 News at 7PM P2	\$300.00	2.7	30	1	1	1	1	0	0	1	5	\$1,500.00	\$111.11	13.5
1231669 Index: 121																	
26	Th 9p-10p		Grey's Anatomy-ABC P3	\$475.00	3.7	30	0	0	1	0	0	0	0	1	\$475.00	\$128.38	3.7
1231669 Index: 119																	



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27	Tu-F.M 6p-6:30p		33 News at 6PM	\$300.00	2.2	30	1	1	1	1	0	0	1	5	\$1,500.00	\$136.36	11.0
1231669 Index: 118							TOTALS:							65	\$10,730.00	\$60.35	177.8



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	Separation:		

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%	65	\$10,730.00	\$60.35	177.8
Total	100%	65	\$10,730.00	\$60.35	177.8

Monthly Summary		
Month	Spots	Dollars
2022-Oct	54	\$9,170.00
2022-Nov	11	\$1,560.00
Total	65	\$10,730.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	8/19/22 2:47 PM	SHANNAN YALLOF	New	65		\$10,730.00	\$10,730.00	

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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