



125 West 55th St
New York, NY 10019

Contract # 27883655 **Changes as of:** 8/19/2022 at 4:12 PM **Version:** Current State Version 1
CPE: 275/920/10912 **Flight:** 11/1/22 - 11/8/22 **Station:** WYTV **Con Type:** POLITICAL/VOTE
Agency: MENTZER MEDIA **Advertiser:** Senate Leadership **Market:** Youngstown-Warren **Total \$:** \$10,205.00
 SERVIC Fund
 2210 Grey Fox Court **Product:** SLFOH
 Bei Air, MD 21015 **Agency Order #:** 11931806
Buyer: Scott, Kelly **Office:** WASHINGTON **Total Spots:** 64
Salesperson: SHANNAN YALLOF **Service:** Nielsen **Total CPP:** \$58.78
 212-373-8131 **Primary Demo:** Adults 18+ **Total GRP:** 173.6
Assistant: SHANNAN YALLOF 212-373-8131

31665264 ✓

Separation: **Comments:** Separation: 30;PopulationBuyType: CPP *Est 10912*

#	Day/Time	DP	Program	Rate	A18P Rating	Len	11/1 - 11/8								Total Spots	Total \$	CPP*	GRP*
							11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8				
1	Tu-F,M 5a-5:30a		Daybreak 5AM <i>P3</i>	\$75.00	2.2	30	1	1	1	0	0	0	1	1	5	\$375.00	\$34.09	11.0
<i>1231669 Index: 126</i>																		
2	Tu-F,M 6:30a-7a		Daybreak 6AM <i>P3</i>	\$125.00	3.3	30	1	0	1	1	0	0	1	1	5	\$625.00	\$37.88	16.5
<i>1231669 Index: 120</i>																		
3	Tu-F,M 7a-8a		Good Morning America <i>P3</i>	\$125.00	3.3	30	1	1	0	1	0	0	1	1	5	\$625.00	\$37.88	16.5
<i>1231669 Index: 120</i>																		
4	Tu-F,M 8a-9a		Good Morning America <i>P3</i>	\$125.00	2.0	30	0	0	1	1	0	0	0	1	3	\$375.00	\$62.50	6.0
<i>1231669 Index: 130</i>																		
5	Su 7:30a-8a		This Week in Pennsylvania <i>P4</i>	\$30.00	1.3	30	0	0	0	0	0	1	0	0	1	\$30.00	\$23.08	1.3
<i>1231669 Index: 138</i>																		
6	Su 8a-9a		Good Morning America Sunday <i>P2</i>	\$125.00	2.3	30	0	0	0	0	0	1	0	0	1	\$125.00	\$54.35	2.3
<i>1231669 Index: 129</i>																		
7	Tu-F,M 11a-12n		The View <i>P3</i>	\$65.00	2.1	30	0	1	1	1	0	0	1	0	4	\$260.00	\$30.95	8.4
<i>1231669 Index: 134</i>																		
8	Tu-F,M 4p-5p		Kelly Clarkson <i>P4</i>	\$35.00	1.9	30	1	1	1	1	0	0	1	0	5	\$175.00	\$18.42	9.5
<i>1231669 Index: 139</i>																		
9	Tu-F,M 5:30p-6p		Jeopardy <i>P3</i>	\$50.00	1.6	30	1	0	1	1	0	0	1	0	4	\$200.00	\$31.25	6.4
<i>1231669 Index: 132</i>																		
10	Tu-F,M 6p-6:30p		33 News at 6PM <i>P2</i>	\$300.00	2.2	30	1	1	1	1	0	0	1	0	5	\$1,500.00	\$136.36	11.0
<i>1231669 Index: 118</i>																		
11	Tu-F,M 7p-7:30p		33 News at 7PM <i>P2</i>	\$300.00	2.7	30	1	1	1	1	0	0	1	0	5	\$1,500.00	\$111.11	13.5
<i>1231669 Index: 121</i>																		
12	Tu-F,M 7:30p-8p		Entertainment Tonight <i>P3</i>	\$100.00	3.5	30	1	1	1	1	0	0	1	0	5	\$500.00	\$28.57	17.5
<i>1231669 Index: 120</i>																		
13	M 8p-10p		Bachelor in Paradise Mon-ABC <i>P3</i>	\$350.00	3.8	30	0	0	0	0	0	0	1	0	1	\$350.00	\$92.11	3.8
<i>1231669 Index: 126</i>																		

KATZ TELEVISION GROUP

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CPE: 275/920/10912	Flight: 11/1/22 - 11/8/22	Station: WYTV
Agency: MENTZER MEDIA SERVIC 2210 Grey Fox Court Bel Air, MD 21015	Advertiser: Senate Leadership Fund Product: SLFOH Agency Order #: 11931806 Buyer: Scott, Kelly Salesperson: SHANNAN YALLOF 212-373-8131	Market: Youngstown-Warren Office: WASHINGTON Service: Nielsen Primary Demo: Adults 18+ Assistant: SHANNAN YALLOF 212-373-8131
	Separation:	Con Type: POLITICAL/VOTE Total \$: \$10,205.00 Total Spots: 64 Total CPP: \$58.78 Total GRP: 173.6

#	Day/Time	DP	Program	Rate	A18P Rating	Len	11/1 - 11/8								Total Spots	Total \$	CPP*	GRP*
							11/1	11/2	11/3	11/4	11/5	11/6	11/7	11/8				
14	Tu 8p-10p		Bachelor in Paradise Tue-ABC P3	\$350.00	3.8	30	1	0	0	0	0	0	0	0	1	\$350.00	\$92.11	3.8
1231669 Index: 126																		
15	W 8p-9p		The Conners/The Goldbergs-ABC P3	\$350.00	3.6	30	0	1	0	0	0	0	0	0	1	\$350.00	\$97.22	3.6
1231669 Index: 121																		
16	Th 8p-9p		Station 19-ABC P3	\$450.00	4.4	30	0	0	1	0	0	0	0	0	1	\$450.00	\$102.27	4.4
1231669 Index: 114																		
17	Th 9p-10p		Grey's Anatomy-ABC P3	\$475.00	3.7	30	0	0	1	0	0	0	0	0	1	\$475.00	\$128.38	3.7
1231669 Index: 119																		
18	F 8p-9p		Shark Tank-ABC P3	\$350.00	4.1	30	0	0	0	1	0	0	0	0	1	\$350.00	\$85.37	4.1
1231669 Index: 126																		
19	F 9p-11p		20/20 (2 hours)-ABC P3	\$200.00	3.6	30	0	0	0	1	0	0	0	0	1	\$200.00	\$55.56	3.6
1231669 Index: 121																		
20	Su 8p-9p		Celebrity Jeopardy-ABC P3	\$275.00	5.2	30	0	0	0	0	0	1	0	0	1	\$275.00	\$52.88	5.2
1231669 Index: 120																		
21	Su 9p-10p		Celebrity Wheel of Fortune-ABC P3	\$275.00	3.2	30	0	0	0	0	0	1	0	0	1	\$275.00	\$85.94	3.2
1231669 Index: 130																		
22	Sa 11p-11:35p		33 News at 11PM P2	\$200.00	3.7	30	0	0	0	0	1	0	0	0	1	\$200.00	\$54.05	3.7
1231669 Index: 121																		
23	Su 11p-11:35p		33 News at 11PM P2	\$200.00	3.7	30	0	0	0	0	0	1	0	0	1	\$200.00	\$54.05	3.7
1231669 Index: 121																		
24	Tu-F,M 11:35p-12:37a		Jimmy Kimmel Live-ABC P3	\$35.00	1.7	30	1	1	1	0	0	0	1	0	4	\$140.00	\$20.59	6.8
1231669 Index: 131																		
25	Sa 3:30p-7:30p		ABC College Football Late Game P3	\$300.00	4.1	30	0	0	0	0	1	0	0	0	1	\$300.00	\$73.17	4.1
1231669 Index: 120																		
TOTALS:							10	9	12	11	2	5	11	4	64	\$10,205.00	\$58.78	173.6



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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%	64	\$10,205.00	\$58.78	173.6
Total	100%	64	\$10,205.00	\$58.78	173.6

Monthly Summary		
Month	Spots	Dollars
2022-Nov	64	\$10,205.00
Total	64	\$10,205.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	8/19/22 2:47 PM	SHANNAN YALLOF	New	64		\$10,205.00	\$10,205.00	

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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