



125 West 55th St
New York, NY 10019

Contract # 27883651 Changes as of: 8/19/2022 at 4:21 PM Version: Current State Version 1
 CPE: 275820/10907 Flight: 10/4/22 - 10/10/22 Station: WYTV
 Agency: MENTZER MEDIA Advertiser: Senate Leadership Market: Youngstown-Warren Con Type: POLITICAL/VOTE
 SERVIC Fund Total: \$9,905.00
 2210 Grey Fox Court Product: SLFOH Office: WASHINGTON
 Bel Air, MD 21015 Agency Order #: 11931698 Service: Nielsen
 Buyer: Scott, Kelly Primary Demo: Adults 18+ Total Spots: 61
 Salesperson: SHANNAN YALLOF Assistant: SHANNAN YALLOF Total CPP: \$57.82
 212-373-8131 212-373-8131 Total GRP: 171.3

3664222 ✓

Comments: Separation: 30;PopulationBuyType: CPP Est 10907

#	Day/Time	DP	Program	Rate	A18P Rating	Len	10/4 - 10/10							Total Spots	Total \$	CPP*	GRP*
							10/4	10/5	10/6	10/7	10/8	10/9	10/10				
1	Tu-F,M 5a-5:30a		Daybreak 5AM	\$75.00	2.2	30	0	1	1	1	0	0	1	4	\$300.00	\$34.09	8.8
1231669 Index: 126																	
2	Tu-F,M 6:30a-7a		Daybreak 6AM	\$125.00	3.3	30	1	0	1	1	0	0	1	4	\$500.00	\$37.88	13.2
1231669 Index: 120																	
3	Tu-F,M 7a-8a		Good Morning America	\$125.00	3.3	30	1	1	1	1	0	0	0	4	\$500.00	\$37.88	13.2
1231669 Index: 120																	
4	Tu-F,M 8a-9a		Good Morning America	\$125.00	2.0	30	1	0	1	1	0	0	0	3	\$375.00	\$62.50	6.0
1231669 Index: 130																	
5	Su 7:30a-8a		This Week in Pennsylvania	\$30.00	1.3	30	0	0	0	0	0	1	0	1	\$30.00	\$23.08	1.3
1231669 Index: 138																	
6	Su 8a-9a		Good Morning America Sunday	\$125.00	2.3	30	0	0	0	0	0	1	0	1	\$125.00	\$54.35	2.3
1231669 Index: 129																	
7	Tu-F,M 11a-12n		The View	\$65.00	2.1	30	0	1	1	1	0	0	1	4	\$260.00	\$30.95	8.4
1231669 Index: 134																	
8	Tu-F,M 4p-5p		Kelly Clarkson	\$35.00	1.9	30	1	1	1	1	0	0	1	5	\$175.00	\$18.42	9.5
1231669 Index: 139																	
9	Tu-F,M 5:30p-6p		Jeopardy	\$50.00	1.6	30	1	0	1	1	0	0	1	4	\$200.00	\$31.25	6.4
1231669 Index: 132																	
10	Tu-F,M 6p-6:30p		33 News at 6PM	\$300.00	2.2	30	0	1	0	1	0	0	1	3	\$900.00	\$136.36	6.6
1231669 Index: 118																	
11	Tu-F,M 7p-7:30p		33 News at 7PM	\$300.00	2.7	30	1	0	1	1	0	0	0	3	\$900.00	\$111.11	8.1
1231669 Index: 121																	
12	Tu-F,M 7:30p-8p		Entertainment Tonight	\$100.00	3.5	30	1	1	1	1	0	0	1	5	\$500.00	\$28.57	17.5
1231669 Index: 120																	
13	M 8p-10p		Bachelor in Paradise Mon-ABC	\$350.00	3.8	30	0	0	0	0	0	0	2	2	\$700.00	\$92.11	7.6
1231669 Index: 126																	



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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 #: 11931698	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 \$: \$9,905.00
		Total Spots: 61 Total CPP: \$57.82 Total GRP: 171.3

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							10/4	10/5	10/6	10/7	10/8	10/9	10/10					
14	Tu 8p-10p		Bachelor in Paradise Tue-ABC	\$350.00	3.8	30	2	0	0	0	0	0	0	0	2	\$700.00	\$92.11	7.6
1231669 Index: 126																		
15	W 8p-9p		The Conners/The Goldbergs-ABC	\$350.00	3.6	30	0	1	0	0	0	0	0	0	1	\$350.00	\$97.22	3.6
1231669 Index: 121																		
16	W 9p-10p		Abbott Elementary/Home Economics-ABC	\$350.00	3.6	30	0	1	0	0	0	0	0	0	1	\$350.00	\$97.22	3.6
1231669 Index: 121																		
17	Th 8p-9p		Station 19-ABC	\$450.00	4.4	30	0	0	1	0	0	0	0	0	1	\$450.00	\$102.27	4.4
1231669 Index: 114																		
18	F 8p-9p		Shark Tank-ABC	\$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	\$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 7p-8p		America's Funniest Home Videos-ABC	\$350.00	6.2	30	0	0	0	0	0	1	0	0	1	\$350.00	\$56.45	6.2
1231669 Index: 120																		
21	Su 8p-9p		Celebrity Jeopardy-ABC	\$275.00	5.2	30	0	0	0	0	0	1	0	0	1	\$275.00	\$52.88	5.2
1231669 Index: 120																		
22	Su 9p-10p		Celebrity Wheel of Fortune-ABC	\$275.00	3.2	30	0	0	0	0	0	1	0	0	1	\$275.00	\$85.94	3.2
1231669 Index: 130																		
23	Sa 11p-11:35p		33 News at 11PM	\$200.00	3.7	30	0	0	0	0	1	0	0	0	1	\$200.00	\$54.05	3.7
1231669 Index: 121																		
24	Su 11p-11:35p		33 News at 11PM	\$200.00	3.7	30	0	0	0	0	0	1	0	0	1	\$200.00	\$54.05	3.7
1231669 Index: 121																		
25	Tu-F,M 11:35p-12:37a		Jimmy Kimmel Live-ABC	\$35.00	1.7	30	1	0	1	1	0	0	1	0	4	\$140.00	\$20.59	6.8
1231669 Index: 131																		
26	Sa 12p-1:30p		Texas vs Oklahoma (TP TBD)	\$300.00	2.5	30	0	0	0	0	1	0	0	0	1	\$300.00	\$120.00	2.5
1231669 Index: 126																		



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	Product: SLFOH	Office: WASHINGTON	Total Spots: 61
	Agency Order #: 11931698	Service: Nielsen	Total CPP: \$57.82
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	Separation:		

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							10/4	10/5	10/6	10/7	10/8	10/9	10/10				
27	Sa 7:30p-11p		ABC Saturday Night College Football ³	\$300.00	4.2	30	0	0	0	0	1	0	0	1	\$300.00	\$71.43	4.2
1231669 Index: 117							<i>College FB/Prime</i>										
TOTALS:							10	8	11	13	3	6	10	61	\$9,905.00	\$57.82	171.3



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
08/19/22 4:21 PM	System	Notice Received.
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%	61	\$9,905.00	\$57.82	171.3
Total	100%	61	\$9,905.00	\$57.82	171.3

Monthly Summary		
Month	Spots	Dollars
2022-Oct	61	\$9,905.00
Total	61	\$9,905.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	8/19/22 4:18 PM					\$0	\$0	
New	8/19/22 2:47 PM	SHANNAN YALLOF	Confirmed	61		\$9,905.00	\$9,905.00	

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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