

ORDER WORKSHEET

Rep Order# 9452513 **Ver#** 5 **Status** Confirmed **Traffic Order#** 518699 **Printed:** 02/12/15 10:41 AM Duplicate 1 of 3
EC'd Yes **Last Received:** 12/22/14 4:47 PM
Showing Buylines: All Buylines

Station WOOD-TV GRAND RAPIDS-KALAMAZ	Agency (HULS) HULSEN MEDIA SERVICES	Rep Firm KATZ CONTINENTAL
Advertiser (CFMF) CIT 4 MI ENERGY FUTU	2400 LARAMIE TRAIL	Sales Office (PH) PHILADELPHIA
Product ISSUE	AUSTIN, TX 78745	Salesperson (REX) TODD BERRY
Estimate# 451	Agency C/P1/P2/E /451	Sales Assistant
Buyer MEENAH HULSEN	Flight Dates 12/03/14-01/05/15	Salesperson Phone#
		Salesperson Fax#

--- CONTRACT COMMENT ---

CITIZENS FOR MICHIGAN'S ENERGY FUTURE

*****NONDISCRIMINATION***** 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 COMMUNICATIONS, INC. (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.

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Num of Weeks	Total Spots	Total Cost
1	W-Th	6A-7A	NEWS	30	-	-	\$500.00	12/03-12/04 12/10-12/11	2 2	1 1	2 2	\$2,000.00
2	W-Th	7A-9A	TODAY SHOW	30	-	-	\$550.00	12/03-12/04 12/10-12/11	2 2	1 1	2 2	\$2,200.00
3	W	11P-1135P	NEWS	30	-	-	\$1,000.00	12/03-12/03	1	1	1	\$1,000.00
4	M	11P-1135P	NEWS	30	-	-	\$1,000.00	12/08-12/08	1	1	1	\$1,000.00
5	M-Tu	6A-7A	NEWS	30	-	-	\$500.00	12/08-12/09 12/15-12/16 12/22-12/23 12/29-12/30	2 2 2 2	1 1 1 1	2 2 2 2	\$4,000.00
6	M-Tu	7A-9A	TODAY SHOW	30	-	-	\$550.00	12/08-12/09	2	1	2	\$1,100.00
7	M	7A-9A	TODAY SHOW	30	-	-	\$550.00	12/15-12/15	1	1	1	\$550.00
8	Th	6A-7A	NEWS	30	-	-	\$500.00	12/18-12/18 12/25-12/25 01/01-01/01	1 0 1	1 1 1	1 0 1	\$1,000.00
9	M	6A-7A	NEWS	30	-	-	\$500.00	01/05-01/05	1	1	1	\$500.00

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Advertiser (CFMF) CIT 4 MI ENERGY FUTU	2400 LARAMIE TRAIL	Sales Office (PH) PHILADELPHIA
Product ISSUE	AUSTIN, TX 78745	Salesperson (REX) TODD BERRY
Estimate# 451	Agency C/P1/P2/E /451	Sales Assistant
Buyer MEENAH HULSEN	Flight Dates 12/03/14-01/05/15	Salesperson Phone#
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10	Su	7A-8A	NEWS	30	-	-	\$300.00	12/07-12/07	1	1	1	\$300.00
11	Su	9A-10A	MEET THE PRESS	30	-	-	\$500.00	12/07-12/07	1	1	1	\$2,500.00
								12/14-12/14	1	1	1	
								12/21-12/21	1	1	1	
								12/28-12/28	1	1	1	
								01/04-01/04	1	1	1	
12	Su	10A-1030A	TO THE POINT	30	-	-	\$150.00	12/07-12/07	1	1	1	\$750.00
								12/14-12/14	1	1	1	
								12/21-12/21	1	1	1	
								12/28-12/28	1	1	1	
								01/04-01/04	1	1	1	
13	W	6A-7A	NEWS	30	-	-	\$500.00	12/24-12/24	1	1	1	\$500.00

---REPORT TOTALS---

Report Totals: 17 / \$17,400.00

---SALES MONTHLY TOTALS---

Dec2014:	30/	\$14,750.00	Jan2015:	6/	\$2,650.00
Order Totals:	36 /	\$17,400.00	Total GRPS:	0.0	

--- COMPETITIVE ---

Market Totals	\$57,350.03	CABL .00%	WOOD 30.34%	WOTV .66%	WWMT 40.00%	WXMI 9.00%
		WXSP .00%	WZZM 20.00%			

--- COMPETITIVE COMMENTS ---

SHARES EST

Books [NOV14]

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Demos RA35+

--- CREDIT RISK ---
STANDARD CREDIT TERMS