

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

*WJ*

**Contract #** 25245003      **Changes as of:** 10/4/2016 at 7:55 PM      **Version:** Highlighting Revision 3  
**CPE:** 501/836/4386      **Flight:** 10/18/16 - 10/24/16      **Total \$:** \$4,415.00  
**Agency:** Canal Partners Media      **Advertiser:** MCGINTY, KATE      **Market:** Pittsburgh      **Total Spots:** 12  
 25 WHITLOCK PLACE      **Product:** General      **Office:** WASHINGTON      **Total CPP:** \$0.00  
 SW  
 2nd Fl      **Agency Order #:** 5199146      **Primary Demo:** Adults 35+      **Traffic #:** 2583311  
 Marietta, GA 30064      **Buyer:** Mills, Amy      **Con Type:** POLITICAL/VOTE      **Separation:**  
**Salesperson:** TREVOR HEATON      **202-955-5342**      **Assistant:** TREVOR HEATON      **202-955-5342**

**Comments:** agency revision to rates. revised total \$4415 (-\$25)

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/18	10/18 - 10/18	Total Spots	Total \$	CPP	GRP
1	Tu-F-M 12p-3p add 1x		DIVORCE COURT/DIVORCE CRT B	\$85.00	0	30	5		5	\$425.00	\$0.00	0.0
2	Tu-F-M 6:30p-7p		TWO & HALF MEN	\$745.00	0	30	2		2	\$1,490.00	\$0.00	0.0
3	Tu-F-M 7p-7:30p		BG BNG THRY B	\$995.00	0	30	1		1	\$995.00	\$0.00	0.0
Changes: Rate from 1000 to 995												
4	Tu-F-M 7:30p-8p add		TWO&HALF MEN B	\$995.00	0	30	1		1	\$995.00	\$0.00	0.0
Changes: Rate from 1000 to 995												
5	Tu-F-M 12m-12:30a add		FRIENDS	\$170.00	0	30	2		2	\$340.00	\$0.00	0.0
Changes: Rate from 175 to 170												
6	Su 12m-12:30a add		BG-THEORY WK B	\$170.00	0	30	1		1	\$170.00	\$0.00	0.0
Changes: Rate from 175 to 170												
<b>TOTALS:</b> 12									<b>12</b>	<b>\$4,415.00</b>	<b>\$0.00</b>	<b>0.0</b>

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Station: WPGH

Total \$: \$4,415.00

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25 WHITLOCK PLACE

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Traffic #: 2583311

Salesperson: TREVOR HEATON

Assistant: TREVOR HEATON

Separation:

## Special Instructions

## Order Level Comments

Date/Time	Added by	Comment
10/04/16 7:55 PM	TREVOR HEATON	agency revision to rates. revised total \$4415 (-\$25)
09/20/16 9:29 AM	System	Notice Received.
09/20/16 8:54 AM	GOTOSTRATA/theaton	Separation: 20: This is a Tuesday through Monday buy. Spots need to be spread/run fairly across all 7 days, including Monday
07/26/16 11:05 AM	TREVOR HEATON	Separation: 20: This is a Tuesday through Monday buy. Spots need to be spread/run fairly across all 7 days, including Monday
07/26/16 9:35 AM	System	Notice Received.
07/14/16 2:26 PM	TREVOR HEATON	Separation: 20: This is a Tuesday through Monday buy. Spots need to be spread/run fairly across all 7 days, including Monday

## Competitive Information

Market Budget: \$110,375
WPGH Share: 4%
Comment:
KDKA: 38%
WPCW: 2%
WPNT: 1%
WPXI: 32%
WTAE: 23%

Daypart Summary	Spots	Dollars	CPP	GRP
Day/Time	% Distrib	Spots	Dollars	CPP
Total	100%	12	\$4,415.00	N/A

Monthly Summary	Spots	Dollars
Month	Spots	Dollars
2016-Oct	12	\$4,415.00
Total	12	\$4,415.00

## Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	10/4/16 7:55 PM	TREVOR HEATON	Revised			-\$25.00	\$4,415.00	Changes: Calculated Dollars from \$4,440.00 to \$4,415.00, Competitive Market Budget from \$70,750 to \$110,375, Total \$ from \$4,440.00 to \$4,415.00, User Entered \$ from \$2,830.00 to \$4,415.00, Comments from Separation: 20: This is a Tuesday through Monday buy. Spots need to be spread/run fairly across all 7 days, including Monday to agency revision to rates. revised total \$4415 (-\$25). 4 buylines added or modified.
Revision	9/20/16 8:54 AM	GOTOSTRATA/theaton	Confirmed	5		\$1,610.00	\$4,440.00	Changes: Comments from rep change to Separation: 20: This is a Tuesday through Monday buy. Spots need to be spread/run fairly across all 7 days, including Monday, Total \$ from \$2,830.00 to \$4,440.00, Total GIMPs to 0, Total Spots from 7 to 12. 4 buylines added or modified.
Revision	7/26/16 11:05 AM	TREVOR HEATON	Confirmed			\$0	\$2,830.00	Changes: Salesperson from BRADLEY PHILLIPS to TREVOR HEATON, Demo Meta to [R16], User Entered \$ from \$0.00 to \$2,830.00, Comments from Separation: 20: This is a Tuesday through Monday buy. Spots need to be spread/run fairly across all 7 days, including Monday to rep change.
Queued for Electronic Contracting	7/18/16 3:17 PM					\$0	\$0	
New	7/11/16 1:00 PM	TREVOR HEATON	Confirmed	7		\$2,830.00	\$2,830.00	



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SW      Agency Order #: 5199146      Primary Demo: Adults 35+      Total GRP:

2nd Fl      Buyer: Mills, Amy      Con Type: POLITICAL/VOTE      Traffic #: 2583317

Marietta, GA 30064      Salesperson: TREVOR HEATON      Assistant: TREVOR HEATON      Separation:

202-955-5342

**Policy**      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.