



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25267722	<b>Changes as of:</b> 8/15/2016 at 3:43 PM	<b>Version:</b> Current State Version 2
<b>CPE:</b> 175/191/1281	<b>Flight:</b> 10/26/16 - 11/1/16	<b>Station:</b> WOOD
<b>Agency:</b> STRATEGIC MEDIA SERVICES 1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009	<b>Advertiser:</b> MICHIGAN GOP  <b>Product:</b> ISSUE	<b>Market:</b> Grand Rapids
	<b>Agency Order #:</b> 5293733	<b>Office:</b> WASHINGTON
	<b>Buyer:</b> Irvin, Michelle	<b>Primary Demo:</b> Adults 35+
	<b>Salesperson:</b> NILE NOYES 202-872-5880	<b>Con Type:</b> POLITICAL/VOTE
		<b>Assistant:</b> NILE NOYES 202-872-5880
		<b>Total \$:</b> \$31,300.00
		<b>Total Spots:</b> 42
		<b>Total CPP:</b> \$0.00
		<b>Total GRP:</b>
		<b>Traffic #:</b> 919901
		<b>Separation:</b>

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/26 - 11/1							Total Spots	Total \$	CPP	GRP
							10/26	10/27	10/28	10/29	10/30	10/31	11/1				
1	W-F,M-Tu 5a-6a		News 8 Daybreak Early Edition	\$300.00	0	30	1	1	0	0	0	0	1	3	\$900.00	\$0.00	0.0
2	W-F,M-Tu 6a-7a		News 8 Daybreak	\$550.00	0	30	0	1	1	0	0	1	1	4	\$2,200.00	\$0.00	0.0
3	W-F,M-Tu 7a-9a		Today Show	\$650.00	0	30	1	0	1	0	0	0	1	3	\$1,950.00	\$0.00	0.0
4	W-F,M-Tu 12n-1p		News 8 At Noon	\$450.00	0	30	1	1	1	0	0	1	1	5	\$2,250.00	\$0.00	0.0
5	W-F,M-Tu 5p-5:30p		News 8 At 5PM	\$700.00	0	30	1	0	1	0	0	1	0	3	\$2,100.00	\$0.00	0.0
6	W-F,M-Tu 5:30p-6p		News 8 At 530PM	\$850.00	0	30	1	0	1	0	0	1	0	3	\$2,550.00	\$0.00	0.0
7	W-F,M-Tu 6p-6:30p		News 8 At 6PM	\$1,000.00	0	30	1	1	1	0	0	0	1	4	\$4,000.00	\$0.00	0.0
8	W-F,M-Tu 6:30p-7p		NBC Nightly News	\$1,200.00	0	30	0	1	0	0	0	1	0	2	\$2,400.00	\$0.00	0.0
9	W-F,M-Tu 11p-11:35p		News 8 At 11PM	\$900.00	0	30	1	1	1	0	0	1	1	5	\$4,500.00	\$0.00	0.0
10	W-F,M-Tu 11:35p-12:37a		Tonight Show	\$500.00	0	30	1	1	0	0	0	0	1	3	\$1,500.00	\$0.00	0.0
11	Sa 7a-8a		News 8 Daybreak Saturday	\$300.00	0	30	0	0	0	1	0	0	0	1	\$300.00	\$0.00	0.0
12	Su 8a-9a		Sunday Today	\$500.00	0	30	0	0	0	0	1	0	0	1	\$500.00	\$0.00	0.0
13	Su 9a-10a		Meet The Press	\$500.00	0	30	0	0	0	0	1	0	0	1	\$500.00	\$0.00	0.0
14	Su 11:30p-12m		News 8 At 11PM	\$500.00	0	30	0	0	0	0	1	0	0	1	\$500.00	\$0.00	0.0
15	Su 8:20p-11:30p		NBC Sunday Night Football	\$2,400.00	0	30	0	0	0	0	1	0	0	1	\$2,400.00	\$0.00	0.0
16	M 8p-10p		The Voice-NBC	\$1,650.00	0	30	0	0	0	0	0	1	0	1	\$1,650.00	\$0.00	0.0
17	W 9p-10p		Law & Order: SVU-NBC	\$1,100.00	0	30	1	0	0	0	0	0	0	1	\$1,100.00	\$0.00	0.0
<b>TOTALS:</b>							<b>9</b>	<b>7</b>	<b>7</b>	<b>1</b>	<b>4</b>	<b>7</b>	<b>7</b>	<b>42</b>	<b>\$31,300.00</b>	<b>\$0.00</b>	<b>0.0</b>



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	<b>Salesperson:</b> NILE NOYES 202-872-5880	<b>Total \$:</b> \$31,300.00 <b>Total Spots:</b> 42 <b>Total CPP:</b> \$0.00 <b>Total GRP:</b> <b>Traffic #:</b> 919901 <b>Separation:</b>

<b>Special Instructions</b>	
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Competitive Information	
<b>Market Budget:</b>	\$120,385
<b>WOOD Share:</b>	26%
<b>Comment:</b>	
<b>WWMT:</b>	38%
<b>WXMI:</b>	16%
<b>WXSP:</b>	2%
<b>WZZM:</b>	18%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	42	\$31,300.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>42</b>	<b>\$31,300.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2016-Oct	28	\$20,650.00
2016-Nov	14	\$10,650.00
<b>Total</b>	<b>42</b>	<b>\$31,300.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	8/15/16 3:43 PM					\$0	\$0	
Revision	8/15/16 3:42 PM	NILE NOYES	Confirmed			\$0	\$31,300.00	Changes: Advertiser from 1&1 INTERNET, INC to MICHIGAN GOP, User Entered \$ from \$0.00 to \$31,300.00, Demo Meta to [R16].
New	8/15/16 3:39 PM	NILE NOYES	New	42		\$31,300.00	\$31,300.00	

<b>Non-Discrimination Policy</b>	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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