



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 26461505	<b>Changes as of:</b> 4/26/2019 at 2:19 PM	<b>Version:</b> Original Order	
<b>CPE:</b> 705/1337/11082	<b>Flight:</b> 4/28/19 - 5/7/19	<b>Station:</b> WVII	<b>Con Type:</b> POLITICAL/VOTE
<b>Agency:</b> NATIONAL MEDIA RESEARCH PLANNING	<b>Advertiser:</b> Central Maine Power	<b>Market:</b> Bangor	<b>Total \$:</b> \$20,467.00
815 SLATERS LANE	<b>Product:</b> 2019	<b>Office:</b> WASHINGTON	<b>Total Spots:</b> 123
ALEXANDRIA, VA 22314	<b>Agency Order #:</b> 8487224	<b>Service:</b> Nielsen	<b>Total CPP:</b> \$113.96
	<b>Buyer:</b> MediaAssistant, NMRPP	<b>Primary Demo:</b> Adults 35-64	<b>Total GRP:</b> 179.6
	<b>Salesperson:</b> ASHLEY BOYLE 202-955-5342	<b>Assistant:</b> ASHLEY BOYLE 202-955-5342	
	<b>Separation:</b>		

**Comments:** Separation: 30

#	Day/Time	DP	Program	Rate	A3564 Rating	Len	4/28 - 5/7										Total Spots	Total \$	CPP*	GRP*
							4/28	4/29	4/30	5/1	5/2	5/3	5/4	5/5	5/6	5/7				
1	M-F 6a-7a		Good Morning Maine	\$35.00	0.5	30	0	1	1	1	1	1	0	0	1	1	7	\$245.00	\$70.00	3.5
2	M-F 7a-9a		Good Morning America	\$35.00	0.6	30	0	1	1	1	0	1	0	0	1	1	6	\$210.00	\$58.33	3.6
3	Sa 8a-9a		GMA Saturday	\$35.00	0.9	30	0	0	0	0	0	0	1	0	0	0	1	\$35.00	\$38.89	0.9
4	Su 7a-8a		Good Morning America Sunday	\$35.00	0.9	30	1	0	0	0	0	0	0	1	0	0	2	\$70.00	\$38.89	1.8
5	M-F 11a-12n		The View	\$75.00	0.5	30	0	1	1	1	1	1	0	0	1	1	7	\$525.00	\$150.00	3.5
6	M-F 12n-12:30p		WVII News @ 12	\$25.00	0.3	30	0	1	1	1	1	1	0	0	1	1	7	\$175.00	\$83.33	2.1
7	M-F 1p-2p		STRAHAN AND SARA	\$25.00	0.3	30	0	1	0	1	0	1	0	0	0	1	4	\$100.00	\$83.33	1.2
8	M-F 2p-3p		General Hospital	\$50.00	1.1	30	0	1	1	0	0	0	0	0	0	1	3	\$150.00	\$45.45	3.3
9	M-F 4p-5p		People's Court	\$35.00	1.4	30	0	1	1	1	1	1	0	0	1	1	7	\$245.00	\$25.00	9.8
10	M-F 5p-6p		Judge Judy	\$65.00	2.0	30	0	2	2	2	2	2	0	0	2	2	14	\$910.00	\$32.50	28.0
11	M-F 6p-6:30p		ABC 7 News At 6	\$175.00	1.8	30	0	1	1	1	1	1	0	0	1	1	7	\$1,225.00	\$97.22	12.6
12	M-F 7:30p-8p		Jeopardy	\$850.00	4.1	30	0	1	1	1	1	1	0	0	1	1	7	\$5,950.00	\$207.32	28.7
13	M-F 7p-7:30p		Wheel Of Fortune	\$700.00	3.5	30	0	1	1	1	1	1	0	0	1	1	7	\$4,900.00	\$200.00	24.5
14	Sa 7p-7:30p		Wheel Of Fortune	\$125.00	1.4	30	0	0	0	0	0	0	1	0	0	0	1	\$125.00	\$89.29	1.4
15	Sa 7:30p-8p		Jeopardy	\$125.00	1.5	30	0	0	0	0	0	0	1	0	0	0	1	\$125.00	\$83.33	1.5
16	M-F 11p-11:35p		ABC 7 News At 11	\$75.00	0.6	30	0	1	1	1	1	1	0	0	1	1	7	\$525.00	\$125.00	4.2
17	M-F 11:35p-12:35a		Jimmy Kimmel Live	\$25.00	0.4	30	0	1	1	1	1	1	0	0	1	1	7	\$175.00	\$62.50	2.8
18	M-F 12:35a-1:05a		Nightline	\$15.00	0.4	30	0	1	1	1	1	1	0	0	1	1	7	\$105.00	\$37.50	2.8
19	Su 11p-12m		Blue Bloods	\$7.00	0.4	30	1	0	0	0	0	0	0	0	0	0	1	\$7.00	\$17.50	0.4



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							4/28	4/29	4/30	5/1	5/2	5/3	5/4	5/5	5/6	5/7				
20	M 10p-11p		THE FIX	\$150.00	3.2	30	0	0	0	0	0	0	0	0	1	0	1	\$150.00	\$46.88	3.2
21	Tu 8p-9p		AMERICAN HOUSEWIFE/ THE KIDS ARE ALRIGHT	\$150.00	2.7	30	0	0	1	0	0	0	0	0	0	0	1	\$150.00	\$55.56	2.7
22	Tu 10p-11p		THE LAST DEFENSE	\$175.00	1.6	30	0	0	1	0	0	0	0	0	0	0	1	\$175.00	\$109.38	1.6
23	W 8p-9p		Goldbergs/SCHOOLED	\$250.00	1.8	30	0	0	0	1	0	0	0	0	0	0	1	\$250.00	\$138.89	1.8
24	W 9p-10p		Modern Family/Single Parents-ABC	\$250.00	1.7	30	0	0	0	1	0	0	0	0	0	0	1	\$250.00	\$147.06	1.7
25	W 10p-11p		WHISKEY CAVALIER	\$150.00	1.3	30	0	0	0	1	0	0	0	0	0	0	1	\$150.00	\$115.38	1.3
26	Th 8p-9p		Grey's Anatomy-ABC	\$500.00	4.8	30	0	0	0	0	1	0	0	0	0	0	1	\$500.00	\$104.17	4.8
27	Th 9p-10p		Station 19-ABC	\$250.00	3.2	30	0	0	0	0	1	0	0	0	0	0	1	\$250.00	\$78.13	3.2
28	Th 10p-11p		FOR THE PEOPLE	\$175.00	1.3	30	0	0	0	0	1	0	0	0	0	0	1	\$175.00	\$134.62	1.3
29	F 8p-9p		FRESH OFF THE BOAT/SPEECHLESS	\$125.00	1.5	30	0	0	0	0	0	1	0	0	0	0	1	\$125.00	\$83.33	1.5
30	F 9p-11p		20/20	\$90.00	1.8	30	0	0	0	0	0	1	0	0	0	0	1	\$90.00	\$50.00	1.8
31	Su 7p-8p		America's Funniest Home Videos-ABC	\$250.00	1.7	30	1	0	0	0	0	0	0	1	0	0	2	\$500.00	\$147.06	3.4
32	Su 8p-10p		AMERICAN IDOL	\$300.00	2.3	30	2	0	0	0	0	0	0	2	0	0	4	\$1,200.00	\$130.43	9.2
33	Su 10p-11p		SHARK TANK	\$200.00	1.5	30	1	0	0	0	0	0	0	1	0	0	2	\$400.00	\$133.33	3.0
34	Su 1p-3p		CELTICS GAME	\$300.00	2.5	30	1	0	0	0	0	0	0	0	0	0	1	\$300.00	\$120.00	2.5
<b>TOTALS:</b>							<b>7</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>15</b>	<b>16</b>	<b>3</b>	<b>5</b>	<b>14</b>	<b>15</b>	<b>123</b>	<b>\$20,467.00</b>	<b>\$113.96</b>	<b>179.6</b>



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	<b>Separation:</b>		

<b>Special Instructions</b>	
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Order Level Comments		
Date/Time	Added by	Comment
04/26/19 2:20 PM	ASHLEY BOYLE	Separation: 30

Competitive Information	
<b>Market Budget:</b>	<b>\$85,279</b>
<b>WVII Share:</b>	<b>24%</b>
<b>Comment:</b>	
<b>WFVX:</b>	<b>3%</b>
<b>Unknown:</b>	<b>73%</b>

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	123	\$20,467.00	\$113.96	179.6
<b>Total</b>	<b>100%</b>	<b>123</b>	<b>\$20,467.00</b>	<b>\$113.96</b>	<b>179.6</b>

Monthly Summary		
Month	Spots	Dollars
2019-Apr	7	\$1,392.00
2019-May	116	\$19,075.00
<b>Total</b>	<b>123</b>	<b>\$20,467.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	4/26/19 2:19 PM	ASHLEY BOYLE	New	123		\$20,467.00	\$20,467.00	

<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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