



125 West 55th St
New York, NY 10019

Contract # 26024106	Changes as of: 5/31/2018 at 10:51 AM	Version: Original Order
CPE:	Flight: 6/1/18 - 6/12/18	Station: WVII
Agency: LITTLEFIELD CONSULTING 2714 KING ST ALEXANDRIA, VA 22302	Advertiser: Shawn Moody for Gov	Market: Bangor
	Product: ME GOV	Office: WASHINGTON
	Agency Order #:	Service: Nielsen
	Buyer: BRENT LITTLEFIELD	Primary Demo: Adults 35+
	Salesperson: REBECCA TONNE 202-955-5342	Assistant: REBECCA TONNE 202-955-5342
	Separation:	
		Con Type: POLITICAL/VOTE
		Total \$: \$3,670.00
		Total Spots: 51
		Total CPP: \$46.69
		Total GRP: 78.6

#	Day/Time	DP	Program	Rate	A35P Rating	Len	6/1 - 6/11			Total Spots	Total \$	CPP*	GRP*
							6/1	6/4	6/11				
1	M-F 6:30a-7a		GOOD MORNING MAINE	\$35.00	1.1	30	1	5	2	8	\$280.00	\$31.82	8.8
2	M-F 7a-9a		GMA	\$35.00	1.4	30	2	10	4	16	\$560.00	\$25.00	22.4
3	M-F 12n-12:30p		NOON NEWS	\$35.00	0.8	30	1	5	2	8	\$280.00	\$43.75	6.4
4	M-F 6p-6:30p		6P NEWS	\$250.00	3.2	30	1	5	2	8	\$2,000.00	\$78.13	25.6
5	M-Su 11p-11:35p		11P NEWS	\$50.00	1.4	30	2	8	1	11	\$550.00	\$35.71	15.4
TOTALS:							7	33	11	51	\$3,670.00	\$46.69	78.6



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Special Instructions	
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Competitive Information	
Market Budget:	\$18,350
WVII Share:	20%
Comment:	share est
	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	51	\$3,670.00	\$46.69	78.6
Total	100%	51	\$3,670.00	\$46.69	78.6

Monthly Summary		
Month	Spots	Dollars
2018-Jun	51	\$3,670.00
Total	51	\$3,670.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	5/31/18 10:51 AM	REBECCA TONNE	New	51		\$3,670.00	\$3,670.00	

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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