



125 West 55th St
New York, NY 10019

Contract # 26149254	Changes as of: 9/14/2018 at 8:42 AM	Version: Original Order
CPE: 79/86/6198	Flight: 9/18/18 - 9/24/18	Station: WVBT
Agency: WATERFRONT STRATEGIE 3050 K ST NW #100 Washington, DC 20007	Advertiser: HOUSE MAJORITY PAC	Market: Norfolk-Virginia Beach
Product: TV	Agency Order #: 7739086	Office: WASHINGTON
Buyer: Chiusano, Dawn	Salesperson: BILL THOMAS 202-872-5880	Service: Nielsen
Separation:	Primary Demo: Adults 35+	Assistant: BILL THOMAS 202-872-5880
		Con Type: POLITICAL/VOTE
		Total \$: \$5,835.00
		Total Spots: 35
		Total CPP: \$150.78
		Total GRP: 38.7

#	Day/Time	DP	Program	Rate	Len	9/18 - 9/18		Total Spots	Total \$	CPP*	GRP*
						9/18					
1	Tu-F,M 7a-8a		WAVY News at 7am	\$140.00	30	2		2	\$280.00	\$107.69	2.6
2	Tu-F,M 8a-9a		WAVY News at 8am	\$125.00	30	2		2	\$250.00	\$125.00	2.0
3	Tu-F,M 10a-11a		Rachael Ray	\$40.00	30	2		2	\$80.00	\$80.00	1.0
4	Tu-F,M 12n-1p		The Doctors	\$40.00	30	2		2	\$80.00	\$100.00	0.8
5	Tu-F,M 1p-2p		Dr Oz	\$40.00	30	2		2	\$80.00	\$100.00	0.8
6	Tu-F,M 3p-4p		Millionaire x 2	\$50.00	30	3		3	\$150.00	\$35.71	4.2
7	Tu-F,M 4p-5p		Steve Wilkos	\$75.00	30	3		3	\$225.00	\$50.00	4.5
8	Tu-F,M 5p-6p		Maury Povich	\$75.00	30	3		3	\$225.00	\$57.69	3.9
9	Tu-F,M 6p-7p		Face The Truth	\$100.00	30	2		2	\$200.00	\$200.00	1.0
10	Tu-F,M 7p-7:30p		WAVY News 10 @ 7p	\$150.00	30	2		2	\$300.00	\$187.50	1.6
11	Tu-F,M 7:30p-8p		TMZ	\$275.00	30	2		2	\$550.00	\$343.75	1.6
12	Tu-F,M 10p-10:45p		WVBT FOX News	\$375.00	30	2		2	\$750.00	\$234.38	3.2
13	Tu-F,M 10:45p-11p		Sports Wrap	\$250.00	30	2		2	\$500.00	\$208.33	2.4
14	Su 10p-10:45p		WVBT FOX News	\$375.00	30	1		1	\$375.00	\$234.38	1.6
15	Su 10:45p-11p		Sports Wrap	\$190.00	30	1		1	\$190.00	\$211.11	0.9
16	Tu-F,M 12m-1a		TMZ Live	\$50.00	30	2		2	\$100.00	\$125.00	0.8
17	Su 12n-1p		NFL Sunday Pre-Game	\$1,100.00	30	1		1	\$1,100.00	\$333.33	3.3
18	Sa 4:30p-8p		College Football:	\$400.00	30	1		1	\$400.00	\$160.00	2.5
TOTALS: 35								35	\$5,835.00	\$150.78	38.7



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Separation:	Assistant: BILL THOMAS 202-872-5880	Total GRP: 38.7
		Con Type: POLITICAL/VOTE Total \$: \$5,835.00

Special Instructions	
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Competitive Information	
Market Budget:	\$97,250
WVBT Share:	6%
Comment:	
WAVY:	29%
WGNT:	4%
WTKR:	26%
WTVZ:	7%
WVEC:	28%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	35	\$5,835.00	\$150.78	38.7
Total	100%	35	\$5,835.00	\$150.78	38.7

Monthly Summary		
Month	Spots	Dollars
2018-Sep	35	\$5,835.00
Total	35	\$5,835.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	9/17/18 9:06 AM					\$0	\$0	
New	9/14/18 8:42 AM	BILL THOMAS	New	35		\$5,835.00	\$5,835.00	

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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