



125 West 55th St
New York, NY 10019

Contract # 26673083	Changes as of: 10/28/2019 at 12:49 PM	Version: Current State Version 4
CPE: 1026/1066/7200	Flight: 10/29/19 - 11/5/19	Station: WTAT
Agency: McKenna Media	Advertiser: Seekings, Mike - Mayoral	Market: Charleston, SC
1322 G ST, SE	Product: Candidate	Office: PHILADELPHIA
WASHINGTON, DC 20003	Agency Order #: 8999433	Service: Nielsen
	Buyer: Placement, Media	Primary Demo:
	Salesperson: FRAN BROWN 215-563-5400	Assistant: FRAN BROWN 215-563-5400
	Separation:	
Comments: Separation: 30		

Con Type: POLITICAL/VOTE
Total \$: \$6,355.00
Total Spots: 84
Total CPP: \$0.00
Total GRP:

#	Day/Time	DP	Program	Rate	Len	10/29 - 11/5								Total Spots	Total \$	CPP*	GRP*
						10/29	10/30	10/31	11/1	11/2	11/3	11/4	11/5				
1	Tu-F,M 7a-9a		FOX Morning News at 7a	\$45.00	30	1	0	0	1	0	0	1	1	4	\$180.00	\$0.00	0.0
2	Tu-F,M 6:30p-7p		FOX24 News @ 630p	\$45.00	30	0	1	0	1	0	0	1	0	3	\$135.00	\$0.00	0.0
3	Tu-F,M 10p-10:30p		Late News At 10p	\$175.00	30	0	0	1	0	0	0	1	0	2	\$350.00	\$0.00	0.0
4	Tu-F,M 10:30p-11p		Late News At 10p	\$165.00	30	0	0	1	1	0	0	1	0	3	\$495.00	\$0.00	0.0
5	Tu-F,M 11p-11:30p		FOX24 News Now	\$45.00	30	0	1	1	0	0	0	1	0	3	\$135.00	\$0.00	0.0
6	Sa 10p-10:35p		News At 10	\$75.00	30	0	0	0	0	1	0	0	0	1	\$75.00	\$0.00	0.0
7	Sa 10:35p-11:05p		On the Money	\$50.00	30	0	0	0	0	1	0	0	0	1	\$50.00	\$0.00	0.0
8	Su 10p-10:35p		News At 10	\$115.00	30	0	0	0	0	0	1	0	0	1	\$115.00	\$0.00	0.0
9	Tu-F,M 9a-9:30a		Judge Judy	\$50.00	30	1	1	1	1	0	0	1	1	6	\$300.00	\$0.00	0.0
10	Tu-F,M 9:30a-10a		Judge Judy	\$50.00	30	1	1	1	1	0	0	1	0	5	\$250.00	\$0.00	0.0
11	Tu-F,M 10a-11a		Wendy Williams	\$50.00	30	1	1	1	1	0	0	1	1	6	\$300.00	\$0.00	0.0
12	Tu-F,M 11a-11:30a		Divorce Court	\$50.00	30	1	0	1	1	0	0	1	0	4	\$200.00	\$0.00	0.0
13	Tu-F,M 3p-4p		TMZ Live	\$50.00	30	0	1	1	1	0	0	0	0	3	\$150.00	\$0.00	0.0
14	Tu-F,M 4p-5p		Dr. Phil	\$60.00	30	1	1	1	1	0	0	1	1	6	\$360.00	\$0.00	0.0
15	Tu-F,M 5p-5:30p		Judge Judy	\$100.00	30	1	1	1	1	0	0	1	1	6	\$600.00	\$0.00	0.0
16	Tu-F,M 5:30p-6p		Judge Judy	\$100.00	30	1	1	1	1	0	0	1	1	6	\$600.00	\$0.00	0.0
17	Tu-F,M 6p-6:30p		Access	\$55.00	30	1	1	1	1	0	0	1	1	6	\$330.00	\$0.00	0.0
18	Tu-F,M 7p-7:30p		Family Feud	\$165.00	30	0	0	1	1	0	0	1	0	3	\$495.00	\$0.00	0.0
19	Tu-F,M 7:30p-8p		Family Feud	\$165.00	30	0	1	0	1	0	0	0	0	2	\$330.00	\$0.00	0.0
20	Tu-F,M 12m-12:30a		Two & A Half Men	\$20.00	30	1	0	0	1	0	0	0	0	2	\$40.00	\$0.00	0.0



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						10/29	10/30	10/31	11/1	11/2	11/3	11/4	11/5					
21	Tu-F,M 12:30a-1a		Two & A Half Men	\$20.00	30	0	1	1	0	0	0	0	0		2	\$40.00	\$0.00	0.0
22	Sa 11p-12m		FOX Shows	\$30.00	30	0	0	0	0	1	0	0	0		1	\$30.00	\$0.00	0.0
23	Sa 12:05a-12:35a		Two & A Half Men	\$20.00	30	0	0	0	0	1	0	0	0		1	\$20.00	\$0.00	0.0
24	Sa 12:35a-1:05a		Two & A Half Men	\$20.00	30	0	0	0	0	1	0	0	0		1	\$20.00	\$0.00	0.0
25	Su 10:35p-11:05p		TMZ Weekend	\$20.00	30	0	0	0	0	0	0	0	0		0	\$0.00	\$0.00	0.0
26	Su 11:05p-11:35p		TMZ Weekend	\$20.00	30	0	0	0	0	0	0	0	0		0	\$0.00	\$0.00	0.0
27	Tu 11p-11:30p		NEWS	\$175.00	30	1	0	0	0	0	0	0	0		1	\$175.00	\$0.00	0.0
28	Tu 11:30p-12m		NEWS	\$165.00	30	1	0	0	0	0	0	0	0		1	\$165.00	\$0.00	0.0
29	Tu 12m-12:30a		NEWS NOW	\$45.00	30	1	0	0	0	0	0	0	0		1	\$45.00	\$0.00	0.0
30	M 7:30p-8p		FAMILY FEUD	\$165.00	30	0	0	0	0	0	0	1	0		1	\$165.00	\$0.00	0.0
31	Tu 7:30p-8p		FAMILY FEUD	\$165.00	30	0	0	0	0	0	0	0	1		1	\$165.00	\$0.00	0.0
32	Th 2p-3p		THE REAL	\$40.00	30	0	0	1	0	0	0	0	0		1	\$40.00	\$0.00	0.0
TOTALS:						13	12	15	15	5	1	15	8	84	\$6,355.00	\$0.00	0.0	



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Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
10/28/19 11:58 AM	Sheanna Caban	TMZ WEEKEND CANNOT BE SEPARATED INTO 2 HALF HOURS. IT IS A ONE HOUR SHOW AND THE BREAK STRUCTURE DOESN'T ALLOW FOR 30 MINUTE SEPARATION.
10/28/19 11:56 AM	Sheanna Caban	NO FAMILY FEUD AT 730PM ON TUESDAY AND THURSDAY.
10/28/19 11:55 AM	Sheanna Caban	TIME PERIOD CHANGES
10/28/19 11:43 AM	System	Notice Received.
10/28/19 11:30 AM	FRAN BROWN	Separation: 30

Competitive Information	
Market Budget:	\$52,958
WTAT Share:	12%
Comment:	
Unknown:	88%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	84	\$6,355.00	N/A	0.0
Total	100%	84	\$6,355.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2019-Nov	84	\$6,355.00
Total	84	\$6,355.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Makegood 3	10/28/19 11:58 AM	Sheanna Caban	Confirmed	1	2	\$0	\$6,355.00	Changes: Total Spots from 85 to 84. 3 buylines added or modified.
Makegood 2	10/28/19 11:56 AM	Sheanna Caban	Confirmed	2	2	\$0	\$6,355.00	Changes: 3 buylines added or modified.
Makegood 1	10/28/19 11:55 AM	Sheanna Caban	Confirmed	3	3	\$0	\$6,355.00	Changes: 6 buylines added or modified.
Queued for Electronic Contracting	10/28/19 11:42 AM					\$0	\$0	
New	10/28/19 11:30 AM	FRAN BROWN	Confirmed	85		\$6,355.00	\$6,355.00	

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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