

ORDER



Orders
Order / Rev: 853981
Alt Order #: 25161199
Product Desc: TV
Estimate: 4590
Flight Dates: 06/07/16 - 06/13/16
Original Date / Rev: 05/20/16 / 05/20/16
Order Type: REG

WBDT Dayton
Primary AE: Katz Philadelphia
Sales Office: K-PHI
Sales Region: Nat

Agency Name: Targeted Platform Media
Buying Contact:
Billing Contact:
 1291 Hollywood Avenue
 Annapolis, MD 21403

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Priorities USA Action
Demographic: A35+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/30/16	06/13/16	11	\$1,740.00	\$1,479.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
June 2016	11	\$1,740.00	\$1,479.00	0.00
Totals	11	\$1,740.00	\$1,479.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WBDT Dayton	2%	\$1,740.00
Market	100%	\$87,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
LMVC	0%	\$0.00
UNKWN	3%	\$2,610.00
WDTN	15%	\$13,050.00
WHIO	71%	\$61,770.00
WKEF	9%	\$7,830.00
WKOI	0%	\$0.00
WPTD	0%	\$0.00
WRGT	0%	\$0.00

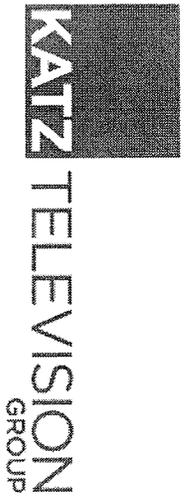
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WBDT	06/08/16	06/13/16	M-F 430-5p M-F 430p-5p	CM	M-F 430p-5p	M-WTF--	:30	3	\$50.00	P3	0.00	NM	3	\$150.00
Friends <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/07/16 06/13/16 M-WTF-- 3 \$50.00 0.00															
2	WBDT	06/12/16	06/12/16	Sun Hour 2 Sunday 9p-10p	CM	Sunday 9p-10p	-----S	:30	1	\$90.00	P3	0.00	NM	1	\$90.00
Bones <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 06/06/16 06/12/16 -----S 1 \$90.00 0.00															

Order / Rev: 853981
 Alt Order #: 25161199
 Flight Dates: 06/07/16 - 06/13/16

Advertiser: POL/Priorities USA Action
 Product Desc: TV
 Estimate: 4590

WBDT Dayton

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WBDT	06/12/16	06/12/16	Sun Hour 2 Sunday 9p-10p Bones	CM	Sunday 9p-10p	-----S	:30	1	\$90.00	P3	0.00	NM	1	\$90.00
N 3	WBDT	06/08/16	06/13/16	LN M-F 1030p-11p LN M-F 1030p-11p 2News @1030P On Dayton's CW	CM	LN M-F 1030p-11p	M-WTF--	:30	3	\$150.00	P3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	06/07/16	06/13/16	M-WTF--		3		\$150.00		0.00					
N 4	WBDT	06/08/16	06/13/16	LN M-F 10p-1030p LN M-F 10p-1030p 2News @10P On Dayton's CW	CM	LN M-F 10p-1030p	M-WTF--	:30	3	\$250.00	P3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	06/07/16	06/13/16	M-WTF--		3		\$250.00		0.00					
5	WBDT	06/12/16	06/12/16	LN Su Su Late News 10p-1030p 2News @10P On Dayton's CW	CM	Su Late News 10p	-----S	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	06/06/16	06/12/16	-----S		1		\$300.00		0.00					
													Totals	11	\$1,740.00



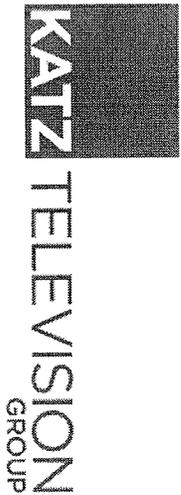
Contract # 25161199 Changes as of: 5/20/2016 at 10:54 AM Version: Highlighting Revision 1 Total \$: \$1,740.00

CPE: 750/760/4590 Agency: TARGETED PLATFORM MEDIA Advertiser: Priorities Usa Action Total Spots: 11

650 Massachusetts Avenue, NW Washington, DC 20001 Product: TV Agency Order #: 4988747 Buyer: Walsh, Kathryn Office: PHILADELPHIA Total CPP: \$0.00

Comments: pls nt this order revised to reflect wed 6/8 start per agy req. total remains \$1740. pls cfm w/ bob Salesperson: BOB CAIN 215-557-4216 Primary Demo: Adults 35+ Con Type: POLITICAL/NOTE Assistant: SHEPARD RITZEN 215-567-7950 Traffic #: 853981 Separation:

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	6/7 - 6/7		Spots	Total \$	CPP	GRP
							6/7	7/7				
1	W-F M 4:30p-5p		Friends	\$50.00	0	30	3		3	\$150.00	\$0.00	0.0
Changes: Day/Time from Tu-F M 4:30p-5p to W-F M 4:30p-5p												
2	Su 9p-10p		Bones	\$90.00	0	30	1		1	\$90.00	\$0.00	0.0
3	W-F M 10:30p-11p		2News @1030P On Dayton's CW	\$150.00	0	30	3		3	\$450.00	\$0.00	0.0
Changes: Day/Time from Tu-F M 10:30p-11p to W-F M 10:30p-11p												
4	W-F M 10p-10:30p		2News @10P On Dayton's CW	\$250.00	0	30	3		3	\$750.00	\$0.00	0.0
Changes: Day/Time from Tu-F M 10p-10:30p to W-F M 10p-10:30p												
5	Su 10p-10:30p		2News @10P On Dayton's CW	\$300.00	0	30	1		1	\$300.00	\$0.00	0.0
TOTALS:									11	\$1,740.00	\$0.00	0.0



Contract # 25161199 **Changes as of:** 5/20/2016 at 10:54 AM **Version:** Highlighting Revision 1
CPE: 750/760/4590 **Flight:** 6/7/16 - 6/13/16 **Total \$:** \$1,740.00
Agency: TARGETED PLATFROM MEDIA **Advertiser:** Priorities Usa Action **Station:** WBDT **Total Spots:** 11
 650 Massachusetts Avenue, NW **Product:** TV **Office:** PHILADELPHIA **Total CFP:** \$0.00
 Washington, DC 20001 **Agency Order #:** 4988747 **Buyer:** Welsh, Kathryn **Primary Demo:** Adults 35+
Salesperson: 215-557-4216 **Buyer:** Welsh, Kathryn **Con Type:** POLITICAL/VOTE **Traffic #:** 853981
Assistant: SHEPARD RITZEN **215-567-7950** **Separation:**

Order Level Comments

THIS IS A NEW ORDER FOR PRIORITIES USA ACTION. FLIGHT IS 6/7-6/13. TOTAL = \$1740. PLS CFM T/R BOB
 THIS IS A NEW ORDER FOR PRIORITIES USA ACTION. FLIGHT IS 6/7-6/13. TOTAL = \$1740. PLS CFM T/R BOB

Competitive Information	
Market Budget:	\$87,000
WBDT Share:	2%
Comment:	
WDTN:	15%
WHIO:	71%
WKEF:	9%
WRGT:	3%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	11	\$1,740.00	N/A
Total	100%	11	\$1,740.00	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Jun	11	\$1,740.00
Total	11	\$1,740.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	5/20/16 10:54 AM	BOB CAIN	Revised			\$0	\$1,740.00	Changes: Comments from THIS IS A NEW ORDER FOR PRIORITIES USA ACTION. FLIGHT IS 6/7-6/13. TOTAL = \$1740. PLS CFM T/R BOB to pls nt this order revised to reflect wed 6/8 start per ady req. total remains \$1740. pls cfm t/r bob. Demo Meta to R16l. User Entered \$ from \$0.00 to \$1,740.00. 3 buylines added or modified.
Queued for Electronic Contracting	4/25/16 9:38 AM					\$0	\$0	
New	4/25/16 9:35 AM	BOB CAIN	Confirmed	11		\$1,740.00	\$1,740.00	

Non-Discrimination Policy
 PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS 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.

ORDER



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Alt Order #: 25161199
Product Desc: TV
Estimate: 4590
Flight Dates: 06/07/16 - 06/13/16
Original Date / Rev: 04/25/16 / 04/25/16
Order Type: REG

WBDT Dayton
Primary AE: Katz Philadelphia
Sales Office: K-PHI
Sales Region: Nat

Agency Name: Targeted Platform Media
Buying Contact:
Billing Contact:
 1291 Hollywood Avenue
 Annapolis, MD 21403

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Priorities USA Action
Demographic: A35+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/30/16	06/13/16	11	\$1,740.00	\$1,479.00

Month	# Spots	Gross Amount	Net Amount	Rating
June 2016	11	\$1,740.00	\$1,479.00	0.00
Totals	11	\$1,740.00	\$1,479.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
WBDT Dayton	2%	\$1,740.00
Market	100%	\$87,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
LMVC	0%	\$0.00
UNKWN	3%	\$2,610.00
WDTN	15%	\$13,050.00
WHIO	71%	\$61,770.00
WKEF	9%	\$7,830.00
WKOI	0%	\$0.00
WPTD	0%	\$0.00
WRGT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WBDT	06/07/16	06/13/16	M-F 430-5p M-F 430p-5p	CM	M-F 430p-5p	MTWTF--	:30	3	\$50.00	P3	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/07/16	06/13/16	MTWTF--		3		\$50.00		0.00					
E 2	WBDT	06/12/16	06/12/16	Sun Hour 2 Sunday 9p-10p	CM	Sunday 9p-10p	-----S	:30	1	\$90.00	P3	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 06/06/16	06/12/16	-----S		1		\$90.00		0.00					

Order / Rev: 853981
 Alt Order #: 25161199
 Flight Dates: 06/07/16 - 06/13/16

Advertiser: POL/Priorities USA Action
 Product Desc: TV
 Estimate: 4590

WBDT Dayton

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WBDT	06/12/16	06/12/16	Sun Hour 2 Sunday 9p-10p	CM	Sunday 9p-10p	-----S	:30	1	\$90.00	P3	0.00	NM	1	\$90.00
Bones															
E 3	WBDT	06/07/16	06/13/16	LN M-F 1030p-11p LN M-F 1030p-11p	CM	LN M-F 1030p-11p	MTWTF--	:30	3	\$150.00	P3	0.00	NM	3	\$450.00
2News @1030P On Dayton's CW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/07/16	06/13/16	MTWTF--			3		\$150.00		0.00				
E 4	WBDT	06/07/16	06/13/16	LN M-F 10p-1030p LN M-F 10p-1030p	CM	LN M-F 10p-1030p	MTWTF--	:30	3	\$250.00	P3	0.00	NM	3	\$750.00
2News @10P On Dayton's CW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/07/16	06/13/16	MTWTF--			3		\$250.00		0.00				
E 5	WBDT	06/12/16	06/12/16	LN Su Su Late News 10p-1030p	CM	Su Late News 10p	-----S	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
2News @10P On Dayton's CW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		06/06/16	06/12/16	-----S			1		\$300.00		0.00				
													Totals	11	\$1,740.00



Contract # 25161199 Changes as of: 4/25/2016 at 9:35 AM Version: Original Order

CPE: 750/760/4590 Flight: 6/7/16 - 6/13/16 Station: WBDT Total \$: \$1,740.00

Agency: TARGETED PLATFORM MEDIA Advertiser: Priorities Usa Action Market: Dayton Total Spots: 11

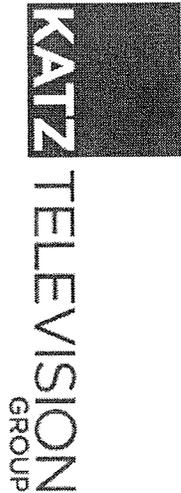
650 Massachusetts Avenue, NW Product: TV Office: PHILADELPHIA Total CPP: \$0.00

Washington, DC 20001 Agency Order #: 4988747 Buyer: Welsh, Kathryn Primary Demo: Total GRP: 0

Salesperson: BOB CAIN 215-557-4216 Con Type: POLITICAL/VOTE Assistant: SHEPARD RITZEN Separation:

Comments: THIS IS A NEW ORDER FOR PRIORITIES USA ACTION. FLIGHT IS 6/7-6/13. TOTAL = \$1740. PLS CFM T/R BOB

#	Day/Time	DP	Program	Rate	Len	6/7 - 6/7		Total Spots	Total \$	CPP	GRP
						6/7	6/7				
1	Tu-F M 4:30p-5p		Friends	\$50.00	30	3		3	\$150.00	\$0.00	0.0
2	Su 9p-10p		Bones	\$90.00	30	1		1	\$90.00	\$0.00	0.0
3	Tu-F M 10:30p-11p		2News @1030P On Dayton's CW	\$150.00	30	3		3	\$450.00	\$0.00	0.0
4	Tu-F M 10p-10:30p		2News @10P On Dayton's CW	\$250.00	30	3		3	\$750.00	\$0.00	0.0
5	Su 10p-10:30p		2News @10P On Dayton's CW	\$300.00	30	1		1	\$300.00	\$0.00	0.0
TOTALS: 11								11	\$1,740.00	\$0.00	0.0



Contract # 25161199 **Changes as of:** 4/25/2016 at 9:35 AM **Version:** Original Order
CPE: 750/760/4590 **Flight:** 6/7/16 - 6/13/16 **Station:** WBDT
Agency: TARGETED PLATFORM MEDIA **Advertiser:** Priorities Usa Action **Market:** Dayton
 650 Massachusetts Avenue, NW **Product:** TV **Office:** PHILADELPHIA
 Washington, DC 20001 **Agency Order #:** 4988747 **Primary Demo:**
Buyer: Welsh, Kathryn **Con Type:** POLITICAL/VOTE
Salesperson: BOB CAIN 215-557-4216 **Assistant:** SHEPARD RITZEN 215-567-7950
Total \$: \$1,740.00 **Total Spots:** 11 **Total CPP:** \$0.00
Total GRP: 0 **Separation:**

Hit Listed Programs	Date/Time	Added by	Comment
	04/25/16 9:36 AM	BOB CAIN	THIS IS A NEW ORDER FOR PRIORITIES USA ACTION. FLIGHT IS 6/7-6/13. TOTAL = \$1740. PLS CFM T/R BOB

Order Level Comments

Competitive Information	
Market Budget:	\$87,000
WBDT Share:	2%
Comment:	
WDTN:	15%
WHIO:	71%
WKRF:	9%
WRGT:	3%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	11	\$1,740.00	N/A	0.0
Total	100%	11	\$1,740.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Jun	11	\$1,740.00
Total	11	\$1,740.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	4/25/16 9:38 AM		New			\$0	\$0	
New	4/25/16 9:35 AM	BOB CAIN	New	11		\$1,740.00	\$1,740.00	

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