

ORDER



Orders
Order / Rev: 854040
Alt Order #: 25137844
Product Desc: TV
Estimate: 4552
Flight Dates: 08/23/16 - 08/29/16
Original Date / Rev: 04/25/16 / 04/25/16
Order Type: REG

WBDB 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
08/01/16	08/28/16	2	\$700.00	\$595.00
08/29/16	08/29/16	1	\$400.00	\$340.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	2	\$700.00	\$595.00	0.00
September 2016	1	\$400.00	\$340.00	0.00
Totals	3	\$1,100.00	\$935.00	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
WBDB Dayton	3%	\$1,100.00
Market	100%	\$36,666.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
LMVC	0%	\$0.00
UNKWN	5%	\$1,833.33
WDTN	20%	\$7,333.33
WHIO	62%	\$22,733.33
WKEF	10%	\$3,666.67
WKOI	0%	\$0.00
WPTD	0%	\$0.00
WRGT	0%	\$0.00

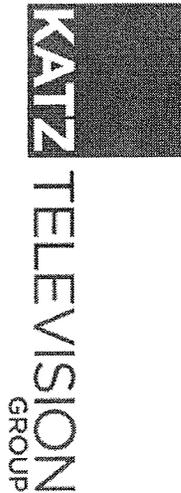
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WBDB	08/28/16	08/28/16	LN Su Su Late News 10p-1030p	CM	Su Late News 10p	-----S	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
2News @10P On Dayton's CW Start Date: 08/22/16, End Date: 08/28/16, Weekdays: -----S, Spots/Week: 1, Rate: \$300.00, Rating: 0.00															
E 2	WBDB	08/23/16	08/29/16	LN M-F 10p-1030p LN M-F 10p-1030p	CM	LN M-F 10p-1030p	MTWTF--	:30	2	\$400.00	P2	0.00	NM	2	\$800.00
2News @10P On Dayton's CW															

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WBDT Dayton

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WBDT	08/23/16	08/29/16	LN M-F 10p-1030p LN M-F 10p-1030p	CM	LN M-F 10p-1030p	MTWTF--	:30	2	\$400.00	P2	0.00	NM	2	\$800.00
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: 08/23/16	08/29/16	MTWTF--		2		\$400.00		0.00					
													Totals	3	\$1,100.00



Contract # 25137844 Changes as of: 4/12/2016 at 10:24 AM Version: Current State Version 1 Total \$: \$1,100.00

CPE: 750/760/4552 Flight: 8/23/16 - 8/29/16 Station: WBDT Total Spots: 3

Agency: TARGETED PLATFORM MEDIA Advertiser: Priorities Usa Action Market: Dayton Total CPP: \$0.00

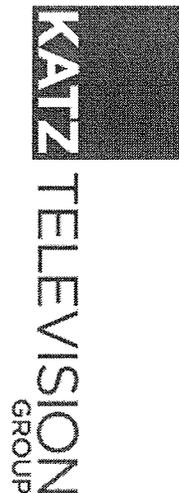
650 Massachusetts Avenue, NW Product: TV Office: PHILADELPHIA Total GRP: 0

Washington, DC 20001 Agency Order #: 4923582 Buyer: Welsh, Kathryn Con Type: POLITICAL/VOTE Traffic #: 854040

Salesperson: BOB CAIN 215-557-4216 Assistant: SHEPARD RITZEN 215-567-7950 Separation:

Comments: THIS IS A NEW ORDER FOR PRIORITIES USA ACTION. FLIGHT IS 8/23-8/29. TOTAL = \$1100. PLS CFM T/R BOB

#	Day/Time	DP	Program	Rate	Len	8/23 - 8/23		Total Spots	Total \$	CPP	GRP
						8/23	8/23				
1	Su 10p-10:30p		2News @10P On Dayton's CW	\$300.00	30	1		1	\$300.00	\$0.00	0.0
2	Tu-F,M 10p-10:30p		2News @10P On Dayton's CW	\$400.00	30	2		2	\$800.00	\$0.00	0.0
TOTALS:						3		3	\$1,100.00	\$0.00	0.0



Contract # 25137844 **Changes as of:** 4/12/2016 at 10:24 AM **Version:** Current State Version 1
CPE: 750/760/4552 **Flight:** 8/23/16 - 8/29/16 **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 #:** 4923582 **Primary Demo:**
Buyer: Welsh, Kathryn **Con Type:** POLITICAL/VOTE **Total GRP:** 0
Salesperson: BOB CAIN **Assistant:** SHEPARD RITZEN **Traffic #:** 854040
 215-557-4216 215-567-7950 **Separation:**

Order Level Comments

Date/Time	Added by	Comment
04/01/16 9:13 AM	BOB CAIN	THIS IS A NEW ORDER FOR PRIORITIES USA ACTION. FLIGHT IS 8/23-8/29. TOTAL = \$1100. PLS CFM T/R BOB

Competitive Information

Market Budget:	\$36,667
WBDT Share:	3%
Comment:	
WDJN:	20%
WHIO:	62%
WKEF:	10%
WRGT:	5%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	3	\$1,100.00	N/A	0.0
Total	100%	3	\$1,100.00	N/A	0.0

Monthly Summary

Month	Spots	Dollars
2016-Aug	3	\$1,100.00
Total	3	\$1,100.00

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	4/1/16 9:14 AM					\$0	\$0	
New	4/1/16 9:12 AM	BOB CAIN	Confirmed	3		\$1,100.00	\$1,100.00	

Non-Discrimination Policy
 PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSIONS REPORT AND ORDER NO. 07-237 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.