

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

WBTD 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
WBTD 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	WBTD	08/28/16	08/28/16	LN Su	CM	Su Late News 10p	-----S	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
Su Late News 10p-1030p															
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:		08/22/16	08/28/16	-----S			1			\$300.00		0.00			
E 2	WBTD	08/23/16	08/29/16	LN M-F 10p-1030p	CM	LN M-F 10p-1030p	MTWTF--	:30	2	\$400.00	P2	0.00	NM	2	\$800.00
LN M-F 10p-1030p															
2News @10P On Dayton's CW															

LMVC

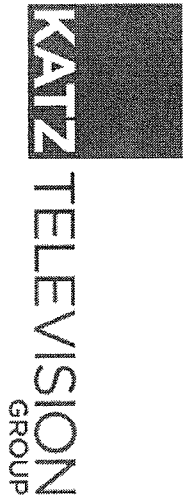
UNKN

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 Estimate: 4552

WBDT Dayton

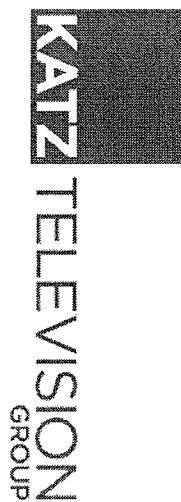
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WBDT	08/23/16	08/29/16	LN M-F 10p-1030p LN M-F 10p-1030p	CM	LN M-F 10p-1030p	MTWTF--	:30	2	\$400.00	P2	0.00	NM	2	\$800.00
2News @10P On Dayton's CW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/23/16		08/23/16	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	
CPE: 750/760/4552		Flight: 8/23/16 - 8/29/16		Total \$: \$1,100.00	
Agency: TARGETED PLATFORM MEDIA 650 Massachusetts Avenue, NW Washington, DC 20001		Advertiser: Priorities Usa Action		Total Spots: 3	
Product: TV		Office: PHILADELPHIA		Total CPP: \$0.00	
Agency Order #: 4923582		Primary Demo:		Total GRP: 0	
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					
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



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CPE: 750/760/4552	Flight: 8/23/16 - 8/29/16	Total \$: \$1,100.00
Agency: TARGETED PLATFORM MEDIA 650 Massachusetts Avenue, NW Washington, DC 20001	Advertiser: Priorities Usa Action	Total Spots: 3
Product: TV	Agency Order #: 4923582	Office: PHILADELPHIA
Buyer: Welsh, Kathryn	Primary Demo:	Total CPM: \$0.00
Salesperson: BOB CAIN 215-557-4216	Con Type: POLITICAL/VOTE	Traffic #: 854040
	Assistant: SHEPARD RITZEN 215-567-7950	Separation:

Hit Listed Programs	
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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:	
WDTN: 20%	
WHIO: 62%	
WKEF: 10%	
WRGT: 5%	

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	3	\$1,100.00	N/A
Total	100%	3	\$1,100.00	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
Queued for Electronic Contracting	4/1/16 9:14 AM					\$0
New	4/1/16 9:12 AM	BOB CAIN	Confirmed	3		\$1,100.00

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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