



125 West 55th St
New York, NY 10019

| | | |
|---|---|---|
| Contract # 28401421 | Changes as of: 5/17/2024 at 7:33 AM | Version: Highlighting Revision 1 |
| CPE: 900/984/11327 | Flight: 5/15/24 - 5/21/24 | Station: KSNV |
| Agency: STRATEGIC MEDIA SERVICES 1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009 | Advertiser: 21907 Product: candidate | Market: Las Vegas |
| | Agency Order #: 13442462 | Office: WASHINGTON |
| | Buyer: Irvin, Michelle | Service: Nielsen |
| | Salesperson: JARED SALLES 202-955-5342 | Primary Demo: Adults 35+ |
| | Separation: | Assistant: JARED SALLES1 202-955-5342 |
| Comments: PopulationBuyType: CPP | | Con Type: POLITICAL/VOTE Total \$: \$22,425.00 Total Spots: 52 Total CPP: \$0.00 Total GRP: Traffic #: 6094758 |

| # | Day/Time | DP | Program | Rate | A35P Rating | Len | 5/15 - 5/21 | | | | | | | Total Spots | Total \$ | CPP* | GRP* |
|---------|------------------------|----|-----------------|------------|-------------|-----|-------------|------|------|------|------|------|------|-------------|------------|--------|------|
| | | | | | | | 5/15 | 5/16 | 5/17 | 5/18 | 5/19 | 5/20 | 5/21 | | | | |
| 1 | W-F,M-Tu 6:30a-7a | | NEWS 3 TODAY 3 | \$650.00 | 0 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | \$1,300.00 | \$0.00 | 0.0 |
| REV+ 2 | W-F,M-Tu 7a-8a | | TODAY SHW< | \$600.00 | 0 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 3 | \$1,800.00 | \$0.00 | 0.0 |
| 3 | Sa 7a-7:30a | | AVG. ALL WKS | \$300.00 | 0 | 30 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | \$300.00 | \$0.00 | 0.0 |
| 4 | Sa 8a-8:30a | | AVG. ALL WKS | \$150.00 | 0 | 30 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | \$150.00 | \$0.00 | 0.0 |
| REV+ 5 | Su 8a-9a | | MEET PRESS-SUN | \$200.00 | 0 | 30 | 0 | 0 | 0 | 0 | 1 | 2 | 0 | 2 | \$400.00 | \$0.00 | 0.0 |
| 6 | Su 9a-9:30a | | AVG. ALL WKS | \$200.00 | 0 | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | \$200.00 | \$0.00 | 0.0 |
| 7 | W-F,M-Tu 12n-12:30p | | NWS 3 LVE@NOON< | \$175.00 | 0 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | \$350.00 | \$0.00 | 0.0 |
| 8 | W-F,M-Tu 12:30p-1p | | NEWS3 LV-1230P< | \$200.00 | 0 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | \$400.00 | \$0.00 | 0.0 |
| 9 | W-F,M-Tu 3:30p-4p | | NEWS 3 LV-330P | \$175.00 | 0 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | \$350.00 | \$0.00 | 0.0 |
| 10 | W-F,M-Tu 5p-5:30p | | NEWS 3 LV AT 5 | \$650.00 | 0 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | \$1,300.00 | \$0.00 | 0.0 |
| REV- 11 | W-F,M-Tu 5:30p-6p | | NBC NITELY NWS< | \$1,200.00 | 0 | 30 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 2 | \$2,400.00 | \$0.00 | 0.0 |
| 12 | W-F,M-Tu 6p-6:30p | | NEWS 3 LV AT 6< | \$300.00 | 0 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | \$600.00 | \$0.00 | 0.0 |
| REV- 13 | W-F,M-Tu 6:30p-7p | | NWS 3 LV @ 630< | \$300.00 | 0 | 30 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 2 | \$600.00 | \$0.00 | 0.0 |
| 14 | W-F,M-Tu 7p-7:30p | | NEWS 3 LV AT 7< | \$300.00 | 0 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | \$600.00 | \$0.00 | 0.0 |
| 15 | Sa 5p-5:30p | | NEWS3 LV@5P WK | \$275.00 | 0 | 30 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | \$275.00 | \$0.00 | 0.0 |
| 16 | Sa 6p-6:30p | | NEWS3 LVE@6 WK | \$250.00 | 0 | 30 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | \$250.00 | \$0.00 | 0.0 |
| 17 | Su 5p-5:30p | | NEWS3 LV@5P WK | \$275.00 | 0 | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | \$275.00 | \$0.00 | 0.0 |
| 18 | Su 6p-6:30p | | NEWS3 LVE@6 WK | \$275.00 | 0 | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | \$275.00 | \$0.00 | 0.0 |
| 19 | W-Tu 11p-11:35p | | VARIOUS | \$300.00 | 0 | 30 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 4 | \$1,200.00 | \$0.00 | 0.0 |



125 West 55th St
New York, NY 10019

| | | |
|---|--|---|
| Contract # 28401421 | Changes as of: 5/17/2024 at 7:33 AM | Version: Highlighting Revision 1 |
| CPE: 900/984/11327 | Flight: 5/15/24 - 5/21/24 | Station: KSNV |
| Agency: STRATEGIC MEDIA SERVICES | Advertiser: 21907 | Market: Las Vegas |
| 1911 NORTH FT MYER DRIVE | Product: candidate | Office: WASHINGTON |
| SUITE 400 | Agency Order #: 13442462 | Service: Nielsen |
| ARLINGTON, VA 20009 | Buyer: Irvin, Michelle | Primary Demo: Adults 35+ |
| | Salesperson: JARED SALLES 202-955-5342 | Assistant: JARED SALLES1 202-955-5342 |
| | Separation: | Traffic #: 6094758 |
| | | Con Type: POLITICAL/VOTE |
| | | Total \$: \$22,425.00 |
| | | Total Spots: 52 |
| | | Total CPP: \$0.00 |
| | | Total GRP: |

| # | Day/Time | DP | Program | Rate | A35P Rating | Len | 5/15 - 5/21 | | | | | | | Total Spots | Total \$ | CPP* | GRP* | | |
|----------------|---------------------------|----|-----------------------------|------------|-------------|-----|-------------|----------|----------|----------|----------|-----------|-----------|-------------|-----------|--------------------|---------------|------------|-----|
| | | | | | | | 5/15 | 5/16 | 5/17 | 5/18 | 5/19 | 5/20 | 5/21 | | | | | | |
| REV+ 20 | W-F,M-Tu 9a-10a | | AVG. ALL WKS< | \$250.00 | 0 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 1 | 2 | 4 | \$1,000.00 | \$0.00 | 0.0 |
| 21 | W-F,M-Tu 11a-12n | | DATELINE MF | \$150.00 | 0 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | | 2 | \$300.00 | \$0.00 | 0.0 | |
| 22 | W-F,M-Tu 4p-5p | | FAMILY FEUD B/FAMILY FEUD | \$550.00 | 0 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | | 2 | \$1,100.00 | \$0.00 | 0.0 | |
| REV- 23 | W-F,M-Tu 7:30p-8p | | ENT TONIGHT 30< | \$350.00 | 0 | 30 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 2 | \$700.00 | \$0.00 | 0.0 | |
| 24 | Sa 7p-8p | | ENT TONIGHT 60/AVG. ALL WKS | \$150.00 | 0 | 30 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | | 1 | \$150.00 | \$0.00 | 0.0 | |
| REV 25 | W-F,M-Tu 11:35p-12:37a | | TONITE SHW-NBC< | \$200.00 | 0 | 30 | 0 | 0 | 1 | 0 | 0 | 1 | 2 | 1 | 3 | \$600.00 | \$0.00 | 0.0 | |
| 26 | Su 11:30p-12m | | SPORT NT-L VGS | \$150.00 | 0 | 30 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | | 1 | \$150.00 | \$0.00 | 0.0 | |
| 27 | M 8p-10p | | VOICE-NBC | \$2,600.00 | 0 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | | 1 | \$2,600.00 | \$0.00 | 0.0 | |
| REV+ 28 | Tu 9p-11p | | VOICE-TUE-NBC/AVG. ALL WKS | \$1,400.00 | 0 | 30 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 2 | 2 | \$2,800.00 | \$0.00 | 0.0 | |
| REV- 29 | F 9p-11p | | DATELINE FR-NBC | \$850.00 | 0 | 30 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | | 0 | \$0.00 | \$0.00 | 0.0 | |
| TOTALS: | | | | | | | 0 | 0 | 0 | 6 | 7 | 20 | 19 | | 52 | \$22,425.00 | \$0.00 | 0.0 | |



125 West 55th St
New York, NY 10019

| | | |
|---|---|---|
| Contract # 28401421 | Changes as of: 5/17/2024 at 7:33 AM | Version: Highlighting Revision 1 |
| CPE: 900/984/11327 | Flight: 5/15/24 - 5/21/24 | Station: KSNV |
| Agency: STRATEGIC MEDIA SERVICES 1911 NORTH FT MYER DRIVE SUITE 400 ARLINGTON, VA 20009 | Advertiser: 21907 Product: candidate | Market: Las Vegas |
| | Agency Order #: 13442462 | Office: WASHINGTON |
| | Buyer: Irvin, Michelle | Service: Nielsen |
| Salesperson: JARED SALLES 202-955-5342 | Primary Demo: Adults 35+ | Con Type: POLITICAL/VOTE |
| Separation: | Assistant: JARED SALLES1 202-955-5342 | Total \$: \$22,425.00 |
| | | Total Spots: 52 |
| | | Total CPP: \$0.00 |
| | | Total GRP: |
| | | Traffic #: 6094758 |

| | |
|-----------------------------|--|
| Special Instructions | |
|-----------------------------|--|

Order Level Comments

| Date/Time | Added by | Comment |
|------------------|------------------|------------------------|
| 05/17/24 7:33 AM | BRADLEY PHILIPPS | PopulationBuyType: CPP |
| 05/17/24 7:33 AM | BRADLEY PHILIPPS | PopulationBuyType: CPP |

| Competitive Information | |
|-------------------------|---------------------|
| Market Budget: | \$89,700 |
| KSNV Share: | 25% |
| Comment: | |
| | Competitive Unknown |

| Daypart Summary | | | | | |
|-----------------|-------------|-----------|--------------------|------------|------------|
| Day/Time | % Distrib | Spots | Dollars | CPP | GRP |
| | 100% | 52 | \$22,425.00 | N/A | 0.0 |
| Total | 100% | 52 | \$22,425.00 | N/A | 0.0 |

| Monthly Summary | | |
|-----------------|-----------|--------------------|
| Month | Spots | Dollars |
| 2024-May | 52 | \$22,425.00 |
| Total | 52 | \$22,425.00 |

Transaction History

| Trans | Created/Received | Created by | Status | Spot+ | Spot- | \$ Chg | Contract \$ | Comment |
|-----------------------------------|------------------|------------------|---------|-------|-------|-------------|-------------|---|
| Queued for Electronic Contracting | 5/17/24 7:37 AM | | | | | \$0 | \$0 | |
| Revision | 5/17/24 7:33 AM | BRADLEY PHILIPPS | Revised | 1 | | \$0 | \$22,425.00 | Changes: Demo Meta to [R16], Total Spots from 51 to 52. 9 buylines added or modified. |
| New | 5/17/24 7:32 AM | BRADLEY PHILIPPS | New | 51 | | \$22,425.00 | \$22,425.00 | |

| | |
|----------------------------------|---|
| 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. |
|----------------------------------|---|