



125 West 55th St
New York, NY 10019

Contract # 26113523	Changes as of: 7/24/2018 at 10:56 AM	Version: Original Order	
CPE: 381/477/4584	Flight: 9/26/18 - 10/2/18	Station: KLAS	Con Type: POLITICAL/VOTE
Agency: STRATEGIC MEDIA SERVICES	Advertiser: HELLER, DEAN	Market: Las Vegas	Total \$: \$84,390.00
1911 NORTH FT MYER DRIVE	Product: Candidate	Office: WASHINGTON	Total Spots: 119
SUITE 400	Agency Order #: 7559056	Service: Nielsen	Total CPP: \$0.00
ARLINGTON, VA 20009	Buyer: Irvin, Michelle	Primary Demo:	Total GRP:
	Salesperson: JENNA NUBAR 202-872-5880	Assistant: JENNA NUBAR 202-872-5880	Traffic #: 1627716
	Separation:		

#	Day/Time	DP	Program	Rate	Len	9/26 - 10/2							Total Spots	Total \$	CPP*	GRP*
						9/26	9/27	9/28	9/29	9/30	10/1	10/2				
1	W-F,M-Tu 5a-5:30a		8-NOW 5AM	\$315.00	30	1	1	0	0	0	1	0	3	\$945.00	\$0.00	0.0
Target 200228 Index: 138. Nielsen: 1.1000000000000001																
2	W-F,M-Tu 5:30a-6a		8-NOW 5AM	\$315.00	30	1	0	1	0	0	0	1	3	\$945.00	\$0.00	0.0
Target 200228 Index: 139. Nielsen: 1.6																
3	W-F,M-Tu 6a-6:30a		8-NOW 6AM	\$590.00	30	0	1	1	0	0	1	0	3	\$1,770.00	\$0.00	0.0
Target 200228 Index: 141. Nielsen: 1.6																
4	W-F,M-Tu 6:30a-7a		8-NOW 6AM	\$590.00	30	1	0	0	0	0	0	1	2	\$1,180.00	\$0.00	0.0
Target 200228 Index: 144. Nielsen: 1.6																
5	W-F,M-Tu 7a-8a		CBS THS MRNG-1/CBS THS MRNG-2	\$425.00	30	1	1	0	0	0	1	1	4	\$1,700.00	\$0.00	0.0
Target 200228 Index: 139. Nielsen: 1.9																
6	W-F,M-Tu 8a-9a		CBS THS MRNG-2	\$425.00	30	0	0	1	0	0	0	1	2	\$850.00	\$0.00	0.0
Target 200228 Index: 139. Nielsen: 1.5																
7	Sa 6a-7a		AVG. ALL WKS	\$250.00	30	0	0	0	1	0	0	0	1	\$250.00	\$0.00	0.0
Target 200228 Index: 135. Nielsen: 0.9																
8	Su 5:30a-6a		8 NEWS-MRN WKI	\$215.00	30	0	0	0	0	1	0	0	1	\$215.00	\$0.00	0.0
Target 200228 Index: 141. Nielsen: 0.5																
9	Su 6a-6:30a		8 NWS-MRN WKII	\$250.00	30	0	0	0	0	1	0	0	1	\$250.00	\$0.00	0.0
Target 200228 Index: 142. Nielsen: 0.7																
10	Su 8:30a-9a		FACE NATN-CBS	\$625.00	30	0	0	0	0	1	0	0	1	\$625.00	\$0.00	0.0
Target 200228 Index: 141. Nielsen: 1.7																
11	W-F,M-Tu 9a-10a		LVE-KELLY&RYAN	\$300.00	30	1	1	1	0	0	1	1	5	\$1,500.00	\$0.00	0.0
Target 200228 Index: 135. Nielsen: 1.3																
12	W-F,M-Tu 10a-11a		PRICE-RT 1-CBS<	\$800.00	30	2	1	1	0	0	2	2	8	\$6,400.00	\$0.00	0.0
Target 200228 Index: 128. Nielsen: 2.6																
13	W-F,M-Tu 11a-12n		YOUNG&RESTLESS<	\$650.00	30	1	1	1	0	0	1	1	5	\$3,250.00	\$0.00	0.0
Target 200228 Index: 124. Nielsen: 2.2999999999999998																



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Agency: STRATEGIC MEDIA SERVICES	Advertiser: HELLER, DEAN	Market: Las Vegas
1911 NORTH FT MYER DRIVE	Product: Candidate	Office: WASHINGTON
SUITE 400	Agency Order #: 7559056	Service: Nielsen
ARLINGTON, VA 20009	Buyer: Irvin, Michelle	Primary Demo:
	Salesperson: JENNA NUBAR 202-872-5880	Assistant: JENNA NUBAR 202-872-5880
	Separation:	
		Con Type: POLITICAL/VOTE
		Total \$: \$84,390.00
		Total Spots: 119
		Total CPP: \$0.00
		Total GRP:
		Traffic #: 1627716

#	Day/Time	DP	Program	Rate	Len	9/26 - 10/2							Total Spots	Total \$	CPP*	GRP*
						9/26	9/27	9/28	9/29	9/30	10/1	10/2				
14	W-F,M-Tu 12n-12:30p		8-NOW NOON	\$440.00	30	1	1	1	0	0	1	1	5	\$2,200.00	\$0.00	0.0
Target 200228 Index: 127. Nielsen: 2.4																
15	W-F,M-Tu 12:30p-1p		BOLD&BEAUTIFUL	\$625.00	30	1	0	1	0	0	1	0	3	\$1,875.00	\$0.00	0.0
Target 200228 Index: 122. Nielsen: 1.2																
16	W-F,M-Tu 1p-2p		LETS-DEAL1-CBS/LETS-DEAL2-CBS	\$625.00	30	1	0	1	0	0	0	1	3	\$1,875.00	\$0.00	0.0
Target 200228 Index: 125. Nielsen: 1.2																
17	W-F,M-Tu 2p-3p		TALK-CBS	\$565.00	30	0	1	1	0	0	1	0	3	\$1,695.00	\$0.00	0.0
Target 200228 Index: 130. Nielsen: 0.9																
18	W-F,M-Tu 3p-4p		DR. PHIL	\$375.00	30	1	1	1	0	0	1	1	5	\$1,875.00	\$0.00	0.0
Target 200228 Index: 132. Nielsen: 1.2																
19	W-F,M-Tu 4p-5p		LAS VEGAS NOW	\$375.00	30	1	1	2	0	0	1	1	6	\$2,250.00	\$0.00	0.0
Target 200228 Index: 133. Nielsen: 1.4																
20	W-F,M-Tu 5p-5:30p		8-NOW 5PM	\$690.00	30	1	1	1	0	0	1	1	5	\$3,450.00	\$0.00	0.0
Target 200228 Index: 146. Nielsen: 1.9																
21	W-F,M-Tu 6p-6:30p		8-NOW 6PM<	\$750.00	30	1	1	0	0	0	1	0	3	\$2,250.00	\$0.00	0.0
Target 200228 Index: 145. Nielsen: 2.2999999999999998																
22	W-F,M-Tu 6:30p-7p		8-NOW 630PM<	\$750.00	30	1	1	1	0	0	1	1	5	\$3,750.00	\$0.00	0.0
Target 200228 Index: 141. Nielsen: 2.4																
23	Sa 5p-5:30p		8-NOW SA 5PM	\$310.00	30	0	0	0	1	0	0	0	1	\$310.00	\$0.00	0.0
Target 200228 Index: 145. Nielsen: 2.1																
24	Sa 6p-6:30p		8NW NOW SAT 6P	\$500.00	30	0	0	0	1	0	0	0	1	\$500.00	\$0.00	0.0
Target 200228 Index: 142. Nielsen: 2.2999999999999998																
25	Sa 6:30p-7p		AVG. ALL WKS	\$500.00	30	0	0	0	1	0	0	0	1	\$500.00	\$0.00	0.0
Target 200228 Index: 143. Nielsen: 2.2000000000000002																
26	Su 5:30p-6p		AVG. ALL WKS	\$300.00	30	0	0	0	0	1	0	0	1	\$300.00	\$0.00	0.0
Target 200228 Index: 129. Nielsen: 1.1000000000000001																



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		Total Spots: 119
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						9/26	9/27	9/28	9/29	9/30	10/1	10/2				
27	Su 6:30p-7p		8-NOW SU 630PM	\$640.00	30	0	0	0	0	1	0	0	1	\$640.00	\$0.00	0.0
Target 200228 Index: 139. Nielsen: 2.4																
28	W-F,M-Tu 7p-7:30p		JEOPARDY	\$1,390.00	30	1	0	1	0	0	1	1	4	\$5,560.00	\$0.00	0.0
Target 200228 Index: 143. Nielsen: 5.7																
29	W-F,M-Tu 7:30p-8p		WHEEL-FORTNE	\$1,275.00	30	0	1	1	0	0	1	1	4	\$5,100.00	\$0.00	0.0
Target 200228 Index: 137. Nielsen: 4.5																
30	Sa 7p-7:30p		WHEEL WKND	\$625.00	30	0	0	0	1	0	0	0	1	\$625.00	\$0.00	0.0
Target 200228 Index: 139. Nielsen: 2.2999999999999998																
31	Sa 7:30p-8p		JEOP WKND	\$350.00	30	0	0	0	1	0	0	0	1	\$350.00	\$0.00	0.0
Target 200228 Index: 135. Nielsen: 1.9																
32	M 10p-11p		ELEMENTARY-CBS	\$1,600.00	30	0	0	0	0	0	1	0	1	\$1,600.00	\$0.00	0.0
Target 200228 Index: 138. Nielsen: 3.2																
33	Tu 10p-11p		AVG. ALL WKS	\$1,600.00	30	0	0	0	0	0	0	1	1	\$1,600.00	\$0.00	0.0
Target 200228 Index: 140. Nielsen: 5.9																
34	F 10p-11p		BLUE BLOODS	\$1,750.00	30	0	0	1	0	0	0	0	1	\$1,750.00	\$0.00	0.0
Target 200228 Index: 138. Nielsen: 2.6																
35	Sa 8p-9p		CRIMETIME	\$750.00	30	0	0	0	1	0	0	0	1	\$750.00	\$0.00	0.0
Target 200228 Index: 136. Nielsen: 2.7																
36	Su 7p-8p		60 MINUTES-CBS	\$2,200.00	30	0	0	0	0	1	0	0	1	\$2,200.00	\$0.00	0.0
Target 200228 Index: 144. Nielsen: 4.2																
37	Su 9p-10p		NCIS:LA-CBS	\$1,400.00	30	0	0	0	0	1	0	0	1	\$1,400.00	\$0.00	0.0
Target 200228 Index: 137. Nielsen: 3.7																
38	Su 10p-11p		MADM SCTRY-CBS	\$1,400.00	30	0	0	0	0	1	0	0	1	\$1,400.00	\$0.00	0.0
Target 200228 Index: 136. Nielsen: 2.6																
39	W-F,M-Tu 11p-11:35p		8-NOW 11PM<	\$625.00	30	1	1	1	0	0	1	1	5	\$3,125.00	\$0.00	0.0
Target 200228 Index: 139. Nielsen: 2.2000000000000002																



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40	Sa 11p-11:35p		8-NOW SA 11PM<	\$500.00	30	0	0	0	1	0	0	0	1	\$500.00	\$0.00	0.0
Target 200228 Index: 137. Nielsen: 1.9																
41	Su 11p-11:35p		8-NOW SU 11PM<	\$430.00	30	0	0	0	0	1	0	0	1	\$430.00	\$0.00	0.0
Target 200228 Index: 138. Nielsen: 1.5																
42	W-F,M-Tu 11:35p-12:37a		LT-COLBERT-CBS<	\$415.00	30	2	2	2	0	0	2	2	10	\$4,150.00	\$0.00	0.0
Target 200228 Index: 141. Nielsen: 1.3																
43	Sa 12:30p-4p		SEC FOOTBALL	\$500.00	30	0	0	0	1	0	0	0	1	\$500.00	\$0.00	0.0
Target 200228 Index: 121. Nielsen: 2.2																
44	Su 10a-1p		NFL EARLY GAME	\$4,000.00	30	0	0	0	0	1	0	0	1	\$4,000.00	\$0.00	0.0
Target 200228 Index: 111. Nielsen: 3.2																
45	Su 1p-4:30p		NFL LATE GAME	\$6,000.00	30	0	0	0	0	1	0	0	1	\$6,000.00	\$0.00	0.0
Target 200228 Index: 111. Nielsen: 3.2																
TOTALS:													119	\$84,390.00	\$0.00	0.0



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Special Instructions	
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Competitive Information	
Market Budget:	\$187,824
KLAS Share:	34%
Comment:	
KSNV:	28%
KTNV:	20%
KVVU:	18%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	119	\$84,390.00	N/A	0.0
Total	100%	119	\$84,390.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2018-Sep	78	\$56,940.00
2018-Oct	41	\$27,450.00
Total	119	\$84,390.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	7/24/18 2:38 PM					\$0	\$0	
New	7/24/18 10:56 AM	JENNA NUBAR	New	119		\$84,390.00	\$84,390.00	

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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