



KATZ TELEVISION  
GROUP

Contract # 25091730

CPE: 32/37/556

Agency: SERV

STRATEGIC MEDIA  
SERVICES 1911  
NORTH FT MYER  
DRIVE SUITE 400  
ARLINGTON VA  
2000222097

Changes as of: 3/10/2016 at 1:43 PM

Flight: 3/11/16 - 3/15/16

Advertiser: TRUMP, DONALD

Product: Candidate

Office: WASHINGTON

Total CPP: \$0.00

Version: Current State Version 1

Station: WTLF

Market: Tallahassee

Total \$: \$80.00

Total Spots: 2

Primary Demo:

Agency Order #: 4853700

Buyer: Murray, Jessica

Salesperson: KARA ERICKSON

Assistant: KARA ERICKSON

Con Type: POLITICAL/VOTE

Total GRP: 0

Separation:

#	Day/Time	DP	Program	Rate	Len	3/11 - 3/15							Total Spots	Total \$	CPP	GRP
						3/11	3/12	3/13	3/14	3/15						
1	F,M-Th 9a-10a		The Steve Wilkos Show	\$50.00	30	0	0	0	1	0			1	\$50.00	\$0.00	0.0
2	F,M-Th 10:30a-11a		Crazy Talk	\$30.00	30	0	0	0	1	0			1	\$30.00	\$0.00	0.0
TOTALS:						0	0	0	2	0			2	\$80.00	\$0.00	0.0

Dee

✓ Candidate  
TB



**Contract #** 25091730    **Changes as of:** 3/10/2016 at 1:43 PM    **Version:** Current State Version 1  
**CPE:** 32/37/556    **Flight:** 3/11/16 - 3/15/16    **Station:** WTLF    **Total \$:** \$80.00  
**Agency:** STRATEGIC MEDIA    **Advertiser:** TRUMP, DONALD    **Market:** Tallahassee    **Total Spots:** 2  
 STRATEGIC MEDIA    **Product:** Candidate    **Office:** WASHINGTON    **Total CPP:** \$0.00  
 SERVICES 1911  
 NORTH FT MYER  
 DRIVE SUITE 400  
 ARLINGTON VA  
 2000222097

**Primary Demo:**    **Salesperson:** KARA ERICKSON    **Total GRP:** 0  
**Agency Order #:** 4853700    **Assistant:** KARA ERICKSON  
**Buyer:** Murray, Jessica    **Con Type:** POLITICAL/VOTE    **Separation:**

#### Hit Listed Programs

Competitive Information	
Market Budget:	\$8,000
WTLF Share:	1%
Comment:	
Unknown:	99%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	2	\$80.00	0.0
<b>Total</b>	<b>100%</b>	<b>2</b>	<b>\$80.00</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2016-Mar	2	\$80.00
<b>Total</b>	<b>2</b>	<b>\$80.00</b>

Transaction History				
Trans	Created/Received	Created by	Status	Contract \$
Queued for Electronic Contracting	3/10/16 2:10 PM			\$0
New	3/10/16 1:43 PM	BRADLEY PHILIPPS	New	\$80.00

**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.

**ORDER****WTLF**

**Orders**  
**Order / Rev:** 533056  
**Alt Order #:** 25091730  
**Product Desc:** Candidate  
**Estimate:** 556  
**Flight Dates:** 03/11/16 - 03/15/16  
**Original Date / Rev:** 03/10/16 / 03/10/16  
**Order Type:** GENERAL

**Primary AE:** Washington DC Millennium/DC  
**Sales Office:** K-WSH  
**Sales Region:** NAT

**Agency Name:** Strategic Media Services  
**Buying Contact:**  
**Billing Contact:**  
 1911 N Ft Myer Dr Ste 400  
 Arlington, VA 22209

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

**Advertiser Name:** Donald Trump for President-R  
**Demographic:** A35+  
**Product Codes:** PL Presidential Candidate  
**Priority:** POL-3  
**Revenue Codes:** AGY, Political, Political Candidate

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
02/29/16	03/14/16	2	\$80.00	\$68.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
March 2016	2	\$80.00	\$68.00	0.00
<b>Totals</b>	<b>2</b>	<b>\$80.00</b>	<b>\$68.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Washington DC Millennium/D	K-WSH	NAT	Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
WTLF	1%	\$80.00
Market	100%	\$8,000.00

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
ETWC	0%	\$0.00
UNKWN	99%	\$7,920.00
WCTV	0%	\$0.00
WFSU	0%	\$0.00
WTLH	0%	\$0.00
WTWC	0%	\$0.00
WTXL	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLF	03/14/16	03/14/16	M-F 9a-10a STEVE WILKOS	CM	9:00 AM-10:00 AM	M-----	:30	1	\$50.00	POL-	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/14/16	03/20/16	M-----		1				\$50.00		0.00			
E 2	WTLF	03/14/16	03/14/16	M-F 1030a-11a CRAZY TALK	CM	10:30 AM-11:00 AM	M-----	:30	1	\$30.00	POL-	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 03/14/16	03/20/16	M-----		1				\$30.00		0.00			
													Totals	2	\$80.00