



WTWC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTWC	10/03/16	10/07/16	M-F 7a-9a/Today Show TODAY SHOW	CM	7:00 AM-9:00 AM	MTWTF--	:30	5	\$140.00	Pol1	0.00	NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	MTWTF--		5				\$140.00		0.00			
E 2	WTWC	10/03/16	10/07/16	M-F 9a-10a/Today Show TODAY SHOW	CM	9:00 AM-10:00 AM	MTWTF--	:30	5	\$70.00	Pol1	0.00	NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/03/16	10/09/16	MTWTF--		5				\$70.00		0.00			
E 3	WTWC	10/03/16	10/07/16	M-F 10a-11a/Today Sh TODAY SHOW	CM	10:00 AM-11:00 AM	MTWTF--	:30	5	\$70.00	Pol1	0.00	NM	5	\$350.00

Order / Rev: 629065  
 Alt Order #: 25287414  
 Flight Dates: 10/01/16 - 10/09/16

Advertiser: Drug Free Florida Committee  
 Product Desc: TV  
 Estimate:

WTWC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WTWC	10/03/16	10/07/16	M-F 10a-11a/Today Show TODAY SHOW	CM	10:00 AM-11:00 AM	MTWTF--	:30	5	\$70.00	Pol1	0.00	NM	5	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/03/16	10/09/16	MTWTF--		5			\$70.00			0.00			
E 4	WTWC	10/03/16	10/07/16	M-F 11a-12p RACHAEL RAY	CM	11:00 AM-12:00 PM	MTWTF--	:30	5	\$55.00	Pol1	0.00	NM	5	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/03/16	10/09/16	MTWTF--		5			\$55.00			0.00			
E 5	WTWC	10/03/16	10/07/16	M-F 4p-5p ELLEN	CM	4:00 PM-5:00 PM	MTWTF--	:30	5	\$140.00	Pol1	0.00	NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/03/16	10/09/16	MTWTF--		5			\$140.00			0.00			
E 6	WTWC	10/03/16	10/07/16	M-F 5p-6p DR PHIL	CM	5:00 PM-6:00 PM	MTWTF--	:30	5	\$180.00	Pol1	0.00	NM	5	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/03/16	10/09/16	MTWTF--		5			\$180.00			0.00			
E 7	WTWC	10/03/16	10/07/16	M-F 6p-630p FAMILY FEUD	CM	6:00 PM-6:30 PM	MTWTF--	:30	5	\$300.00	Pol1	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/03/16	10/09/16	MTWTF--		5			\$300.00			0.00			
E 8	WTWC	10/03/16	10/07/16	M-F NBC Nightly News NBC Nightly News	CM	6:30 PM-7:00 PM	MTWTF--	:30	3	\$625.00	Pol1	0.00	NM	3	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/03/16	10/09/16	MTWTF--		3			\$625.00			0.00			
E 9	WTWC	10/03/16	10/07/16	M-F 7p-730p ET	CM	7:00 PM-7:30 PM	MTWTF--	:30	5	\$265.00	Pol1	0.00	NM	5	\$1,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/03/16	10/09/16	MTWTF--		5			\$265.00			0.00			
E 10	WTWC	10/03/16	10/07/16	M-F 730p-8p FAMILY FEUD	CM	7:30 PM-8:00 PM	MTWTF--	:30	5	\$360.00	Pol1	0.00	NM	5	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/03/16	10/09/16	MTWTF--		5			\$360.00			0.00			
E 11	WTWC	10/01/16	10/08/16	Sa Today Show TODAY SHOW	CM	7:00 AM-9:00 AM	-----S-	:30	1	\$55.00	Pol1	0.00	NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/16	10/07/16	-----S-		1			\$55.00			0.00			
		Week: 10/08/16	10/14/16	-----S-		1			\$55.00			0.00			
E 12	WTWC	10/02/16	10/09/16	Su Today Show TODAY SHOW	CM	8:00 AM-9:00 AM	-----S	:30	1	\$55.00	Pol1	0.00	NM	2	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/02/16	10/08/16	-----S		1			\$55.00			0.00			
		Week: 10/09/16	10/15/16	-----S		1			\$55.00			0.00			
E 13	WTWC	10/02/16	10/09/16	Sa-Su Nightly News NBC Nightly News	CM	6:30 PM-7:00 PM (6:30 PM-7:00 PM)	-----S	:30	1	\$400.00	Pol1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/02/16	10/08/16	-----S		1			\$400.00			0.00			
		Week: 10/09/16	10/15/16	-----S		1			\$400.00			0.00			
E 14	WTWC	10/01/16	10/08/16	Sa-Su Nightly News NBC Nightly News	CM	6:30 PM-7:00 PM	-----S-	:30	1	\$350.00	Pol1	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/16	10/07/16	-----S-		1			\$350.00			0.00			
		Week: 10/08/16	10/14/16	-----S-		1			\$350.00			0.00			
													Totals	56	\$11,495.00





125 West 55th St  
New York, NY 10019

Contract # 25287414

CPE:

Agency: JAMESTOWN  
ASSOCIATES  
JAMESTOWN  
ASSOCIATES 5  
MAPLETON AVE  
SUITE 300  
PRINCETON NJ 08540

Changes as of: 9/15/2016 at 10:55 AM

Flight: 10/1/16 - 10/9/16

Advertiser: DRUG FREE FLA  
COMMIT

Product: TV

Version: Original Order

Station: WTWC

Market: Tallahassee

Office: WASHINGTON

Total \$: \$11,495.00

Total Spots: 56

Total CPP: \$94.69

Agency Order #:

Buyer: Horan, Holly

Salesperson: KARA ERICKSON  
(202) 467-8996

Primary Demo: Adults 35+

Con Type: POLITICAL/VOTE

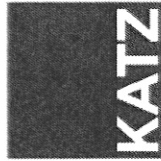
Assistant: KARA ERICKSON  
(202) 467-8996

Total GRP: 121.4

Separation:

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/1 - 10/3		Total Spots	Total \$	CPP	GRP
							10/1	10/3				
1	M-F 7a-9a	1	NBC TODAY SHOW	\$140.00	1.7	30	0	5		\$700.00	\$82.35	8.5
2	M-F 9a-10a	1	NBC TODAY SHOW	\$70.00	1.1	30	0	5		\$350.00	\$63.64	5.5
3	M-F 10a-11a	1	NBC TODAY SHOW	\$70.00	1.0	30	0	5		\$350.00	\$70.00	5.0
4	M-F 11a-12n	1	RACHEL RAY	\$55.00	1.0	30	0	5		\$275.00	\$55.00	5.0
5	M-F 4p-5p	1	ELLEN	\$140.00	2.5	30	0	5		\$700.00	\$56.00	12.5
6	M-F 5p-6p	1	DR. PHIL	\$180.00	3.5	30	0	5		\$900.00	\$51.43	17.5
7	M-F 6p-6:30p	1	FAMILY FEUD	\$300.00	3.3	30	0	5		\$1,500.00	\$90.91	16.5
8	M-F 6:30p-7p	1	NBC NIGHTLY NEWS	\$625.00	2.9	30	0	3		\$1,875.00	\$215.52	8.7
9	M-F 7p-7:30p	1	ET	\$265.00	2.4	30	0	5		\$1,325.00	\$110.42	12.0
10	M-F 7:30p-8p	1	FAMILY FEUD	\$360.00	3.4	30	0	5		\$1,800.00	\$105.88	17.0
11	Sa 7a-9a	1	NBC TODAY SHOW WKND	\$55.00	2.0	30	1	1		\$110.00	\$27.50	4.0
12	Su 8a-9a	1	NBC TODAY SHOW WKND	\$55.00	1.1	30	1	1		\$110.00	\$50.00	2.2
13	Su 6:30p-7p	1	NBC NIGHTLY NEWS SUN	\$400.00	1.6	30	1	1		\$800.00	\$250.00	3.2
14	Sa 6:30p-7p	1	NBC NIGHTLY NEWS SAT	\$350.00	1.9	30	1	1		\$700.00	\$184.21	3.8
TOTALS:									56	\$11,495.00	\$94.69	121.4

*Kate Lave*  
*\$11,495*  
*Cez 9065*



**KATZ TELEVISION**  
GROUP

125 West 55th St  
New York, NY 10019

**Contract #** 25287414 **Changes as of:** 9/15/2016 at 10:55 AM **Version:** Original Order  
**CPE:** **Agency:** JAMESTOWN ASSOCIATES  
**Flight:** 10/1/16 - 10/9/16 **Station:** WTWC  
**Advertiser:** DRUG FREE FLA COMMIT **Market:** Tallahassee  
**Product:** TV **Office:** WASHINGTON  
**Agency Order #:** JAMESTOWN ASSOCIATES 5 MAPLETON AVE SUITE 300 PRINCETON NJ 08540  
**Primary Demo:** Adults 35+ **Total GRP:** 121.4  
**Buyer:** Horan, Holly **Con Type:** POLITICAL/VOTE  
**Salesperson:** KARA ERICKSON (202) 467-8996 **Assistant:** KARA ERICKSON (202) 467-8996  
**Total Spots:** 56 **Total CPP:** \$94.69

**Special Instructions**

Competitive Information	
Market Budget:	\$60,500
WTWC Share:	19%
Comment:	
ETWC:	9%
WCTV:	49%
WTVL:	23%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	56	\$11,495.00	121.4
<b>Total</b>	<b>100%</b>	<b>56</b>	<b>\$11,495.00</b>	<b>121.4</b>

Monthly Summary		
Month	Spots	Dollars
2016-Oct	56	\$11,495.00
<b>Total</b>	<b>56</b>	<b>\$11,495.00</b>

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot- \$ Chg
Queued for Electronic Contracting	9/15/16 11:19 AM				\$0
New	9/15/16 10:55 AM	KARA ERICKSON	New	56	\$11,495.00
					\$11,495.00

<b>Non-Discrimination Policy</b>	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.
----------------------------------	---