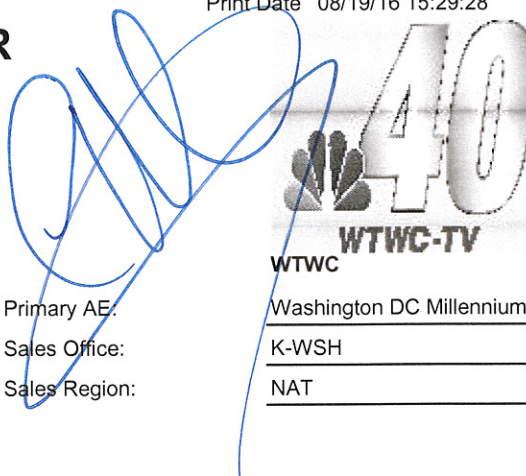


ORDER

Orders
Order / Rev: 618200
Alt Order #: 25270821
Product Desc: ORDR
Estimate: 820830
Flight Dates: 08/20/16 - 08/30/16
Original Date / Rev: 08/19/16 / 08/19/16
Order Type: GENERAL

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

Agency
Name: Del Cielo Media
Buying Contact:
Billing Contact:
 1427 Leslie Ave
 Alexandria, VA 22301

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: ESAFund
Demographic: A50+
Product Codes: PL Advocacy
Priority: Pol1
Revenue Codes: AGY, Political, Political Issue

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 88088
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/22/16	08/28/16	35	\$7,745.00	\$6,583.25
08/29/16	09/04/16	9	\$1,220.00	\$1,037.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	35	\$7,745.00	\$6,583.25	0.00
September 2016	9	\$1,220.00	\$1,037.00	0.00
Totals	44	\$8,965.00	\$7,620.25	0.00

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
WTWC	20%	\$8,965.00
Market	100%	\$44,825.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
ETWC	0%	\$0.00
UNKWN	0%	\$0.00
WCTV	60%	\$26,895.00
WFSU	0%	\$0.00
WTLF	0%	\$0.00
WTLH	0%	\$0.00
WTXL	20%	\$8,965.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTWC	08/22/16	08/22/16	M-F 3p-4p STEVE HARVEY	CM	3:00 PM-4:00 PM	M-----	:30	1	\$110.00	Pol1	0.00	NM	1	\$110.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/22/16 08/28/16 M----- 1 \$110.00 0.00															
E 2	WTWC	08/23/16	08/23/16	M-F 3p-4p STEVE HARVEY	CM	3:00 PM-4:00 PM	-T-----	:30	1	\$110.00	Pol1	0.00	NM	1	\$110.00
Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/23/16 08/29/16 -T----- 1 \$110.00 0.00															
E 3	WTWC	08/26/16	08/26/16		CM	3:00 PM-4:00 PM	----F--	:30	1	\$110.00	Pol1	0.00	NM	1	\$110.00

Order / Rev: 618200
 Alt Order #: 25270821
 Flight Dates: 08/20/16 - 08/30/16

Advertiser: ESACFund
 Product Desc: ORDR
 Estimate: 820830

WTWC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 3p-4p STEVE HARVEY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/26/16		08/26/16	09/01/16	----F--					1	\$110.00		0.00			
E 4	WTWC	08/29/16	08/29/16	M-F 3p-4p STEVE HARVEY	CM	3:00 PM-4:00 PM	M-----	:30	1	\$110.00	Pol1	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/29/16		08/29/16	09/04/16	M-----					1	\$110.00		0.00			
E 5	WTWC	08/22/16	08/22/16	M-F 5p-6p DR PHIL	CM	5:00 PM-6:00 PM	M-----	:30	2	\$100.00	Pol3	0.00	NM	2	\$200.00
		<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		08/22/16	08/28/16	M-----					2	\$100.00		0.00			
E 6	WTWC	08/23/16	08/23/16	M-F 5p-6p DR PHIL	CM	5:00 PM-6:00 PM	-T-----	:30	2	\$100.00	Pol3	0.00	NM	2	\$200.00
		<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	-T-----					2	\$100.00		0.00			
E 7	WTWC	08/24/16	08/24/16	M-F 5p-6p DR PHIL	CM	5:00 PM-6:00 PM	--W----	:30	2	\$100.00	Pol3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/24/16		08/24/16	08/30/16	--W----					2	\$100.00		0.00			
E 8	WTWC	08/25/16	08/25/16	M-F 5p-6p DR PHIL	CM	5:00 PM-6:00 PM	---T---	:30	2	\$100.00	Pol3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/25/16		08/25/16	08/31/16	---T---					2	\$100.00		0.00			
E 9	WTWC	08/29/16	08/29/16	M-F 5p-6p DR PHIL	CM	5:00 PM-6:00 PM	M-----	:30	2	\$100.00	Pol3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/29/16		08/29/16	09/04/16	M-----					2	\$100.00		0.00			
E 10	WTWC	08/23/16	08/23/16	Tuesday Prime Specials AGT	CM	8:00 PM-10:00 PM (8:00 PM-10:00 PM)	-T-----	:30	2	\$770.00	Pol1	0.00	NM	2	\$1,540.00
		<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	-T-----					2	\$770.00		0.00			
E 11	WTWC	08/24/16	08/24/16	Wednesday Prime A AGT	CM	8:00 PM-9:00 PM (8:00 PM-9:00 PM)	--W----	:30	1	\$625.00	Pol1	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/24/16		08/24/16	08/30/16	--W----					1	\$625.00		0.00			
E 12	WTWC	08/24/16	08/24/16	Wednesday Prime B AGT	CM	9:00 PM-10:00 PM	--W----	:30	2	\$625.00	Pol1	0.00	NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/24/16		08/24/16	08/30/16	--W----					2	\$625.00		0.00			
N 13	WTWC	08/23/16	08/29/16	M-F 730p-8p FAMILY FEUD	CM	730p-8p	MTWTF--	:30	6	\$315.00	Pol1	0.00	NM	8	\$2,520.00
		<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		08/22/16	08/28/16	-TWTF--					6	\$315.00		0.00			
Week: 08/29/16		08/29/16	09/04/16	M-----					2	\$315.00		0.00			
N 14	WTWC	08/22/16	08/30/16	M-F 10a-11a/Today Sh TODAY SHOW	CM	10a-11a	MTWTF--	:30	8	\$70.00	Pol1	0.00	NM	14	\$980.00
		<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		08/22/16	08/28/16	MTWTF--					10	\$70.00		0.00			
Week: 08/29/16		08/29/16	09/04/16	MT-----					4	\$70.00		0.00			
N 17	WTWC	08/23/16	08/23/16	Tuesday Prime C BETTER LATE	CM	10p-11p	-T-----	:30	2	\$260.00	Pol1	0.00	NM	2	\$520.00
		<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		08/22/16	08/28/16	-T-----					2	\$260.00		0.00			
N 18	WTWC	08/24/16	08/24/16	Days of Our Lives Days of Our Lives	CM	1p-2p	--W----	:30	1	\$90.00	Pol1	0.00	NM	1	\$90.00
		<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		08/22/16	08/28/16	--W----					1	\$90.00		0.00			
													Totals	44	\$8,965.00



125 West 55th St
New York, NY 10019

KATZ TELEVISION
GROUP

Contract # 25270821 Changes as of: 8/19/2016 at 3:28 PM Version: Current State Version 4
CPE: ESAF/ORDR/820830 Flight: 8/20/16 - 8/30/16 Station: WTWC Total Spots: 44
Agency: DEL CIELO MEDIA Advertiser: ESAFund Market: Tallahassee Total CPP: \$83.79
1427 LESLIE AVENUE Product: ORDR Office: WASHINGTON Total GRP: 107.0
SUITE 102 Agency Order #: 30047574 Primary Demo: Adults 50+ Traffic #: 618200
ALEXANDRIA, VA Buyer: Berg, Fran Con Type: POLITICAL/VOTE
Salesperson: KARA ERICKSON Assistant: KARA ERICKSON Separation:
(202) 467-8996 (202) 467-8996

Comments: REV ORDER FOR ESAFUND EST 820830 ALL CHANGES HAVE BEEN NOTED IN COMMENTS & ALL CHANGES HAVE BEEN DONE
EFFECTIVE TUE THERE ARE CANCELED AND ADD SPOTS PLEASE CONFIRM; THANKS, FRAN

#	Day/Time	DP	Program	Len	A50P Rating	Rate	8/20 - 8/30											Total Spots	Total \$	CPP	GRP
							8/20	8/21	8/22	8/23	8/24	8/25	8/26	8/27	8/28	8/29	8/30				
1	M-F 1 3p-4p	1	STEVE HARVEY	30	2.5	\$110.00	0	0	1	1	0	0	1	0	0	1	0	4	\$440.00	\$44.00	10.0
2	M-F 2 5p-6p	3	DR. PHIL	30	3.4	\$100.00	0	0	2	2	2	2	0	0	0	2	0	10	\$1,000.00	\$29.41	34.0
3	Tu 3 8p-10p	1	AMERICAS GOT TALENT	30	4.1	\$770.00	0	0	0	2	0	0	0	0	0	0	0	2	\$1,540.00	\$187.80	8.2
4	W 4 8p-9p	1	AMERICAS GOT TALENT	30	4.0	\$625.00	0	0	0	0	1	0	0	0	0	0	0	1	\$625.00	\$156.25	4.0
5	W 5 9p-10p	1	AMERICAS GOT TALENT	30	4.0	\$625.00	0	0	0	0	2	0	0	0	0	0	0	2	\$1,250.00	\$156.25	8.0
6	M-F 6 7:30p-8p	1	FAMILY FEUD	30	2.1	\$315.00	0	0	0	1	1	2	2	0	0	2	0	8	\$2,520.00	\$150.00	16.8
7	M-F 7 10a-11a	1	NBC TODAY SHOW III	30	1.0	\$70.00	0	0	2	2	2	2	2	0	0	2	2	14	\$980.00	\$70.00	14.0
8	Tu 8 10p-11p	1	BETTER LATE THAN NEVER	30	5.3	\$260.00	0	0	0	2	0	0	0	0	0	0	0	2	\$520.00	\$49.06	10.6
9	W 9 1p-2p	1	DAYS OF OUR LIVES	30	1.4	\$90.00	0	0	0	0	1	0	0	0	0	0	0	1	\$90.00	\$64.29	1.4
TOTALS:							0	0	5	10	9	6	5	0	0	7	2	44	\$8,965.00	\$83.79	107.0

New Order
Issued
\$8,965



125 West 55th St
New York, NY 10019

Contract # 25270821 **Changes as of:** 8/19/2016 at 3:28 PM **Version:** Current State Version 4
CPE: ESAF/ORDR/820830 **Flight:** 8/20/16 - 8/30/16 **Station:** WTWC **Total \$:** \$8,965.00
Agency: DEL CIELO MEDIA **Advertiser:** ESACFund **Market:** Tallahassee **Total Spots:** 44
 1427 LESLIE AVENUE **Product:** ORDR **Office:** WASHINGTON **Total CPP:** \$83.79
 SUITE 102 **Agency Order #:** 30047574 **Primary Demo:** Adults 50+ **Total GRP:** 107.0
 ALEXANDRIA, VA **Buyer:** Berg, Fran **Con Type:** POLITICAL/VOTE **Traffic #:** 618200
Salesperson: KARA ERICKSON (202) 467-8996 **Assistant:** KARA ERICKSON (202) 467-8996 **Separation:**

Special Instructions		
Order Level Comments		
Date/Time	Added by	Comment
08/19/16 3:26 PM	KARA ERICKSON	REV ORDER FOR ESACFUND EST 820830 ALL CHANGES HAVE BEEN NOTED IN COMMENTS & ALL CHANGES HAVE BEEN DONE EFFECTIVE TUE THERE ARE CANCELED AND ADD SPOTS PLEASE CONFIRM; THANKS, FRAN
		I suck at math and sent a MG totally wrong...geeze.
		Re-rate line 2 to \$100 and we have \$750 to work with.
08/19/16 3:19 PM	Chris Murphy	How about 2X Monday on line 7, 2X Better Late Than Never on 8/23 10-11p \$260 each, and 1X 8/25 Days of Our Lives at \$90
		Re-rate line 2 to \$100 per spot.
08/19/16 3:07 PM	Chris Murphy	Per rep, add 1X 8/23 Nightly News \$600 and 2X 8/28 Meet the Press.
08/19/16 3:02 PM	System	Notice Received.
08/19/16 11:55 AM	KARA ERICKSON	NEW ORDER FOR ESACFUND EST 820830 *** NO SPOTS TO AIR PAST 12N TUE 8/30. SPOT SHOULD BE AT STATION NOW; PAYMENT WILL ARRIVE SHORTLY PLEASE CONFIRM; THANKS FRAN
08/19/16 11:55 AM	KARA ERICKSON	NEW ORDER FOR ESACFUND EST 820830 *** NO SPOTS TO AIR PAST 12N TUE 8/30. SPOT SHOULD BE AT STATION NOW; PAYMENT WILL ARRIVE SHORTLY PLEASE CONFIRM; THANKS FRAN

Competitive Information	
Market Budget: \$44,825	
WTWC Share: 20%	
Comment:	
WCTV: 60%	
WTXL: 20%	

Daypart Summary			
Day/Time	% Distrib	Spots	GRP
	100%	44	\$83.79
Total	100%	44	\$83.79

Monthly Summary		
Month	Spots	Dollars
2016-Aug	35	\$7,745.00
2016-Sep	9	\$1,220.00
Total	44	\$8,965.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot- \$ Chg Contract \$ Comment
Revision	8/19/16 3:26 PM	KARA ERICKSON	Confirmed	5	Changes: Total CPP from \$96.40 to \$83.79. Competitive Market Budget from \$29,775 to \$44,825. Total Spots from 39 to 44. Total GRPs from 93.0 to 107.0. User Entered \$8,965.00 from \$5,605.00 to \$8,965.00. 4 buylines added or modified.
Makegood 2	8/19/16 3:19 PM	Chris Murphy	Confirmed		
Makegood 1	8/19/16 3:07 PM	Chris Murphy	Confirmed		
Revision	8/19/16 2:34 PM	GOTOSTRATAKERICKS ON	Confirmed	20	Changes: Comments from NEW ORDER FOR ESACFUND EST 820830 *** NO SPOTS TO AIR PAST 12N TUE 8/30. SPOT SHOULD BE AT STATION NOW; PAYMENT WILL ARRIVE SHORTLY PLEASE CONFIRM; THANKS FRAN TO REV ORDER FOR ESACFUND EST 820830 ALL CHANGES HAVE BEEN NOTED IN COMMENTS & ALL CHANGES HAVE BEEN DONE EFFECTIVE TUE THERE ARE CANCELED AND ADD SPOTS PLEASE CONFIRM; THANKS, FRAN , Total \$ from \$5,605.00 to \$8,965.00. Total GRPs from 71.0 to 93.0. Total Spots from 19 to 39. Total CPP from \$63.87 to \$96.40. 2 buylines added or modified.



125 West 55th St
New York, NY 10019

KATZ TELEVISION
GROUP

Contract # 25270821 **Changes as of:** 8/19/2016 at 3:28 PM **Version:** Current State Version 4

CPE: ESAF/ORDR/820830 **Flight:** 8/20/16 - 8/30/16 **Station:** WTWC **Total Spots:** 44 **Total \$:** \$8,965.00

Agency: DEL CIELO MEDIA **Advertiser:** ESAFund **Market:** Tallahassee **Total CPP:** \$83.79

1427 LESLIE AVENUE **Product:** ORDR **Office:** WASHINGTON **Total GRP:** 107.0

SUITE 102 **Agency Order #:** 30047574 **Primary Demo:** Adults 50+ **Traffic #:** 618200

ALEXANDRIA, VA **Buyer:** Berg, Fran **Con Type:** POLITICAL/VOTE

22301 **Salesperson:** KARA ERICKSON **Assistant:** KARA ERICKSON **Separation:**

(202) 467-8996 (202) 467-8996

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	8/19/16 12:58 PM					\$0
Revision	8/19/16 11:55 AM	KARA ERICKSON	Confirmed			\$0
New	8/19/16 11:54 AM	KARA ERICKSON	New	19		\$5,605.00
						Changes: User Entered \$ from \$0.00 to \$5,605.00.

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.