



125 West 55th St  
New York, NY 10019

Contract # 25297248 Changes as of: 9/19/2016 at 10:45 AM Version: Current State Version 1

CPE: 690/720/3850 Flight: 9/20/16 - 9/26/16 Total \$: \$7,360.00  
Agency: NEW MEDIA FIRM Advertiser: COMMITTEE TO KEEP GEORGIA SCHOOLS LOCAL Total Spots: 62

THE NEW MEDIA FIRM 1322 G ST, SE WASHINGTON DC 20003  
Product: Ballot Measure Office: WASHINGTON Total CPP: \$0.00

Agency Order #: 5404354 Primary Demo: Total GRP:  
Buyer: Placement, Media Con Type: POLITICAL/VOTE Separation:  
Salesperson: BRADLEY PHILIPPS 202-955-5342 Assistant: BRADLEY PHILIPPS 202-955-5342

#	Day/Time	DP	Program	Rate	Len	9/20 - 9/26							Total Spots	Total \$	CPP	GRP
						9/20	9/21	9/22	9/23	9/24	9/25	9/26				
1	Tu-F,M 5:30a-7a		ABC 16 Morning News	\$60.00	30	1	1	1	1	0	0	1	5	\$300.00	\$0.00	0.0
2	Tu-F,M 7a-9a		Good Morning America	\$140.00	30	4	4	4	4	0	0	4	20	\$2,800.00	\$0.00	0.0
3	Tu-F,M 10a-11a		Rachael Ray	\$40.00	30	1	1	1	1	0	0	1	5	\$200.00	\$0.00	0.0
4	Tu-F,M 11a-12n		The View	\$140.00	30	1	1	1	1	0	0	1	5	\$700.00	\$0.00	0.0
5	Tu-F,M 2p-3p		General Hospital	\$200.00	30	1	1	1	1	0	0	1	5	\$1,000.00	\$0.00	0.0
6	Tu-F,M 3p-4p		Crime Watch Daily	\$120.00	30	1	1	1	1	0	0	1	5	\$600.00	\$0.00	0.0
7	Tu-F,M 6p-6:30p		WGXA News @ 6P	\$100.00	30	0	1	0	1	0	0	1	3	\$300.00	\$0.00	0.0
8	Tu-F,M 7p-7:30p		Entertainment Tonight	\$120.00	30	1	1	1	1	0	0	1	5	\$600.00	\$0.00	0.0
9	Tu-F,M 7:30p-8p		Extra	\$120.00	30	1	1	1	1	0	0	1	5	\$600.00	\$0.00	0.0
10	Tu-F,M 11p-11:35p		WGXA News @ 11P	\$100.00	30	0	1	0	0	0	0	0	1	\$100.00	\$0.00	0.0
11	Sa 8a-9a		Good Morning America	\$60.00	30	0	0	0	0	1	0	0	1	\$60.00	\$0.00	0.0
12	Sa 9a-11a		(E/I) Programming	\$40.00	30	0	0	0	0	1	0	0	1	\$40.00	\$0.00	0.0
13	Su 8a-9a		Good Morning America	\$60.00	30	0	0	0	0	1	0	0	1	\$60.00	\$0.00	0.0
<b>TOTALS:</b>						11	13	11	12	2	1	12	62	\$7,360.00	\$0.00	0.0



125 West 55th St  
New York, NY 10019

Contract # 25297248      Changes as of: 9/19/2016 at 10:45 AM      Version: Current State Version 1  
 CPE: 690720/3850      Flight: 9/20/16 - 9/26/16      Station: EGXA      Total \$: \$7,360.00  
 Agency: NEW MEDIA FIRM      Advertiser: COMMITTEE TO KEEP GEORGIA SCHOOLS LOCAL      Market: Macon      Total Spots: 62

THE NEW MEDIA FIRM 1322 G ST, SE WASHINGTON DC 20003      Product: Ballot Measure      Office: WASHINGTON      Total CPP: \$0.00

Agency Order #: 5404354      Buyer: Placement, Media      Salesperson: BRADLEY PHILIPPS      Primary Demo: POLITICAL/NOTE      Assistant: BRADLEY PHILIPPS

Total GRP:      Separation:

Special Instructions

Order Level Comments

Date/Time: 09/19/16 10:45 AM      Added by: BRADLEY PHILIPPS      Comment: Separation: 30

Competitive Information	
Market Budget:	\$73,600
EGXA Share:	10%
Comment:	Unknown: 90%

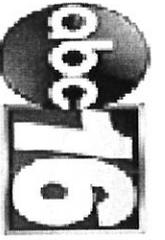
Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	CPM
	100%	62	\$7,360.00	N/A
<b>Total</b>	<b>100%</b>	<b>62</b>	<b>\$7,360.00</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2016-Sep	50	\$5,900.00
2016-Oct	12	\$1,460.00
<b>Total</b>	<b>62</b>	<b>\$7,360.00</b>

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
New	9/19/16 10:44 AM	BRADLEY PHILIPPS	New	62		\$7,360.00	\$7,360.00	

**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.



EGXA  
599 Martin Luther King Jr Blvd  
Macon, GA 31201

New Media Firm, The  
1322 G Street SE  
Washington, DC 20003

**Contract # 2631421**

Schedule Dates: 09/21/16-09/26/16  
Advertiser: Committee To Keep Georgia Schools Local (112017)  
Agency: New Media Firm, The (8200)  
Product: POLITICAL ISSUE (ns) (1187)  
Brand: Ballot Measure E33850 (862744)  
Salesperson: Millennium/DC, Washington DC (1108)  
Sales Office: Millennium Washington DC  
Buyer Name: Medf, Placement,  
Phone/Fax: /  
CPE: 690/720/3850  
Account Types: National/Political Issue Agency BRD  
Billing Type: Weekly/Irregular  
Comments: Ballot Measure Separation: 30

Date Entered: 09/19/16  
Last Modified: 09/19/16  
Entered By: Jill Rellly  
CO-OP: No  
Headline #: ECR25297248  
Demo:  
Order Type: Normal  
Package Deal:  
Commission %: 15.00  
Commission: \$1,104.00  
Net Total: \$6,256.00  
Sales Tax:

Macon (EGXA)		
By Broadcast Month	Spots	Rate
Sep. 2016	46	\$5,400.00
Oct. 2016	16	\$1,960.00
<b>Grand Total:</b>	<b>62</b>	<b>\$7,360.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/21/16-09/21/16	2	:30	5:30A- News-WGXA Morning News				2					2	\$60.00	\$120.00	Macon (EGXA)	ABC 16 Morning News	9/19/16
2.0	Normal Line / SPOT (1)	09/22/16-09/22/16	2	:30	5:30A- News-WGXA Morning News				1					1	\$60.00	\$60.00	Macon (EGXA)	ABC 16 Morning News	9/19/16
3.0	Normal Line / SPOT (1)	09/23/16-09/23/16	2	:30	5:30A- News-WGXA Morning News						1			1	\$60.00	\$60.00	Macon (EGXA)	ABC 16 Morning News	9/19/16
4.0	Normal Line / SPOT (1)	09/26/16-09/26/16	2	:30	5:30A- News-WGXA Morning News		1							1	\$60.00	\$60.00	Macon (EGXA)	ABC 16 Morning News	9/19/16
5.0	Normal Line / SPOT (2)	09/21/16-09/21/16	2	:30	6:57A- ABC-Good Morning America				5					5	\$140.00	\$700.00	Macon (EGXA)	Good Morning America	9/19/16
6.0	Normal Line / SPOT (2)	09/22/16-09/22/16	2	:30	6:57A- ABC-Good Morning America						5			5	\$140.00	\$700.00	Macon (EGXA)	Good Morning America	9/19/16
7.0	Normal Line / SPOT (2)	09/23/16-09/23/16	2	:30	6:57A- ABC-Good Morning America						5			5	\$140.00	\$700.00	Macon (EGXA)	Good Morning America	9/19/16
8.0	Normal Line / SPOT (2)	09/26/16-09/26/16	2	:30	7A- ABC-Good Morning America									5	\$140.00	\$700.00	Macon (EGXA)	Good Morning America	9/19/16
9.0	Normal Line / SPOT (3)	09/21/16-09/21/16	2	:30	10A- Rachael Ray				1					1	\$40.00	\$40.00	Macon (EGXA)	Rachael Ray	9/19/16
10.0	Normal Line / SPOT (3)	09/22/16-09/22/16	2	:30	10A- Rachael Ray						2			2	\$40.00	\$80.00	Macon (EGXA)	Rachael Ray	9/19/16

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... http://sbj.net/?p=1224 ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



EGXA  
599 Martin Luther King Jr Blvd  
Macon, GA 31201

New Media Firm, The  
1322 G Street SE  
Washington, DC 20003

**Contract # 2631421**  
**Schedule Dates** 09/21/16-09/26/16  
**Advertiser** Committee To Keep Georgia Schools Local (112017)  
**Agency** New Media Firm, The (8200)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** Ballot Measure E33850 (862744)  
**Salesperson** Millennium/DC, Washington DC (1108)  
**Sales Office** Millennium Washington DC  
**Buyer Name** Medi Placement  
**Phone/Fax** /  
**CPE** 690/720/3850  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** Ballot Measure Separation: 30

**Date Entered** 09/19/16  
**Last Modified** 09/19/16  
**Entered By** Jill Reilly  
**CO-OP** No  
**Headline #** EGR25297248  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,104.00  
**Net Total** \$6,256.00  
**Sales Tax**

**Macon (EGXA)**

By Broadcast Month	Spots	Rate
Sep. 2016	46	\$5,400.00
Oct. 2016	16	\$1,960.00
<b>Grand Total:</b>	<b>62</b>	<b>\$7,360.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT (3)	09/23/16-09/23/16	2	:30	10A- Rachael Ray	1							1	1	\$40.00	\$40.00	Macon (EGXA)	Rachael Ray	9/19/16
12.0	Normal Line / SPOT (3)	09/26/16-09/26/16	2	:30	10A- Rachael Ray	2							2	2	\$40.00	\$80.00	Macon (EGXA)	Rachael Ray	9/19/16
13.0	Normal Line / SPOT (4)	09/21/16-09/21/16	2	:30	10:58:30A- ABC-The View	1			1				1	1	\$140.00	\$140.00	Macon (EGXA)	The View	9/19/16
14.0	Normal Line / SPOT (4)	09/22/16-09/22/16	2	:30	10:58:30A- ABC-The View	1			1				1	1	\$140.00	\$140.00	Macon (EGXA)	The View	9/19/16
15.0	Normal Line / SPOT (4)	09/23/16-09/23/16	2	:30	10:58:30A- ABC-The View	2							2	2	\$140.00	\$280.00	Macon (EGXA)	The View	9/19/16
16.0	Normal Line / SPOT (4)	09/26/16-09/26/16	2	:30	10:58:30A- ABC-The View	1							1	1	\$140.00	\$140.00	Macon (EGXA)	The View	9/19/16
17.0	Normal Line / SPOT (5)	09/21/16-09/21/16	2	:30	2P- ABC-General Hospital	1			1				1	1	\$200.00	\$200.00	Macon (EGXA)	General Hospital	9/19/16
18.0	Normal Line / SPOT (5)	09/22/16-09/22/16	2	:30	2P- ABC-General Hospital	1			1				1	1	\$200.00	\$200.00	Macon (EGXA)	General Hospital	9/19/16
19.0	Normal Line / SPOT (5)	09/23/16-09/23/16	2	:30	2P- ABC-General Hospital	1							1	1	\$200.00	\$200.00	Macon (EGXA)	General Hospital	9/19/16
20.0	Normal Line / SPOT (5)	09/26/16-09/26/16	2	:30	2P- ABC-General Hospital	2							2	2	\$200.00	\$400.00	Macon (EGXA)	General Hospital	9/19/16
21.0	Normal Line / SPOT (6)	09/21/16-09/21/16	2	:30	3P- Crime Watch Daily	2			2				2	2	\$120.00	\$240.00	Macon (EGXA)	Crime Watch Daily	9/19/16
22.0	Normal Line / SPOT (6)	09/22/16-09/22/16	2	:30	3P- Crime Watch Daily	1			1				1	1	\$120.00	\$120.00	Macon (EGXA)	Crime Watch Daily	9/19/16
23.0	Normal Line / SPOT (6)	09/23/16-09/23/16	2	:30	3P- Crime Watch Daily	1							1	1	\$120.00	\$120.00	Macon (EGXA)	Crime Watch Daily	9/19/16
24.0	Normal Line / SPOT (6)	09/26/16-09/26/16	2	:30	3P- Crime Watch Daily	1							1	1	\$120.00	\$120.00	Macon (EGXA)	Crime Watch Daily	9/19/16

**CONFIRMATION CONTRACT**

Accepted Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Date: \_\_\_\_\_

Accepted Station: \_\_\_\_\_

Date: \_\_\_\_\_

Comments: \_\_\_\_\_

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1322 G Street SE  
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**Contract # 2631421**  
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 Product: POLITICAL ISSUE (ns) (1187)  
 Brand: Ballot Measure EST3850 (862744)  
 Salesperson: Millennium/DC, Washington DC (1108)  
 Sales Office: Millennium Washington DC  
 Buyer Name: Medi Placement,  
 Phone/Fax: /  
 CPE: 690/720/3850  
 Account Types: National/Political Issue Agency BRD  
 Billing Type: Weekly/Irregular  
 Comments: Ballot Measure Separation: 30

Date Entered: 09/19/16  
 Last Modified: 09/19/16  
 Entered By: Jill Reilly  
 CO-OP: No  
 Demo: ECR25297248  
 Order Type: Normal  
 Package Deal:  
 Commission %: 15.00  
 Commission: \$1,104.00  
 Net Total: \$6,256.00  
 Sales Tax:

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Oct. 2016	16	\$1,960.00
<b>Grand Total:</b>	<b>62</b>	<b>\$7,360.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
25.0	Normal Line / SPOT (7)	09/21/16-09/21/16	2	:30	6P- News-WGXA News at 6p	1		1						1	\$100.00	\$100.00	Macon (EGXA)	WGXA News @ 6P	9/19/16
26.0	Normal Line / SPOT (7)	09/23/16-09/23/16	2	:30	6P- News-WGXA News at 6p	1				1				1	\$100.00	\$100.00	Macon (EGXA)	WGXA News @ 6P	9/19/16
27.0	Normal Line / SPOT (7)	09/26/16-09/26/16	2	:30	6P- News-WGXA News at 6p	1								1	\$100.00	\$100.00	Macon (EGXA)	WGXA News @ 6P	9/19/16
28.0	Normal Line / Access (8)	09/21/16-09/21/16	2	:30	7P- Entertainment Tonight	1			1					1	\$120.00	\$120.00	Macon (EGXA)	Entertainment Tonight	9/19/16
29.0	Normal Line / Access (8)	09/23/16-09/23/16	2	:30	7P- Entertainment Tonight	1				1				1	\$120.00	\$120.00	Macon (EGXA)	Entertainment Tonight	9/19/16
30.0	Normal Line / Access (8)	09/23/16-09/23/16	2	:30	7P- Entertainment Tonight	1					1			1	\$120.00	\$120.00	Macon (EGXA)	Entertainment Tonight	9/19/16
31.0	Normal Line / Access (8)	09/26/16-09/26/16	2	:30	7P- Entertainment Tonight	2								2	\$120.00	\$240.00	Macon (EGXA)	Entertainment Tonight	9/19/16
32.0	Normal Line / Access (9)	09/21/16-09/21/16	2	:30	7:29:30P- Extra	1				1				1	\$120.00	\$120.00	Macon (EGXA)	Extra	9/19/16
33.0	Normal Line / Access (9)	09/23/16-09/23/16	2	:30	7:29:30P- Extra	1					1			1	\$120.00	\$120.00	Macon (EGXA)	Extra	9/19/16
34.0	Normal Line / Access (9)	09/23/16-09/23/16	2	:30	7:29:30P- Extra	2					2			2	\$120.00	\$240.00	Macon (EGXA)	Extra	9/19/16
35.0	Normal Line / Access (9)	09/26/16-09/26/16	2	:30	7:29:30P- Extra	1								1	\$120.00	\$120.00	Macon (EGXA)	Extra	9/19/16
36.0	Normal Line / SPOT (10)	09/21/16-09/21/16	2	:30	11:01P- News-WGXA News at 11P	1								1	\$100.00	\$100.00	Macon (EGXA)	WGXA News @ 11P	9/19/16
37.0	Normal Line / SPOT (11)	09/24/16-09/24/16	2	:30	6A- ABC-Good Morning America Saturday	1								1	\$60.00	\$60.00	Macon (EGXA)	Good Morning America	9/19/16

**CONFIRMATION CONTRACT**

Accepted Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_ Accepted Station: \_\_\_\_\_ Date: \_\_\_\_\_ Comments: \_\_\_\_\_

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EGXA  
599 Martin Luther King Jr Blvd  
Macon, GA 31201

New Media Firm, The  
1322 G Street SE  
Washington, DC 20003

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**Schedule Dates** 09/21/16-09/26/16  
**Advertiser** Committee To Keep Georgia Schools Local (112017)  
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**Product** POLITICAL ISSUE (ns) (1187)  
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**Sales Office** Millennium Washington DC  
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**Phone/Fax** /  
**CPE** 690/720/3850  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Weekly/Irregular  
**Comments** Ballot Measure Separation: 30

**Date Entered** 09/19/16  
**Last Modified** 09/19/16  
**Entered By** Jill Rellly  
**CO-OP** No  
**Headline #** ECR25297248  
**Demo**  
**Order Type** Normal  
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**Commission %** 15.00  
**Commission** \$1,104.00  
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**Sales Tax**

Macon (EGXA)		
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
38.0	Normal Line / SPOT (13)	09/25/16-09/25/16	2	:30	8A-ABC-Good Morning America Sunday	1							1	1	\$60.00	\$60.00	Macon (EGXA)	Good Morning America	9/19/16

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

Accepted-Station: \_\_\_\_\_

Date: \_\_\_\_\_

Comments: \_\_\_\_\_

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