

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 26236968  
CPE: 659/1238/10903  
Agency: AMER MEDIA & ADVOCACY GROUP

Changes as of: 11/11/2018 at 12:35 PM  
Flight: 11/11/18 - 11/5/18  
Advertiser: Florida Republican Senatorial Campaign Committee

Version: Highlighting Revision 1  
Station: WALA  
Market: Mobile

Con Type: POLITICAL/NOTE  
Total \$: \$13,940.00

815 SLATERS LANE  
ALEXANDRIA, VA 22314

Product: 2018  
Agency Order #: 7916737

Office: PHILADELPHIA  
Service: Nielsen

Total Spots: 17  
Total CPE: \$277.69  
Total GRP: 50.2

Buyer: MediaAssistant, AMAG  
Salesperson: SHEPARD RITZEN  
Separation: 215-567-7950

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A3SP	Len	11/1	11/2	11/3	11/4	11/5	Total	Spots	Total	CPP*	GRP*
1	Su 7a-7:30a		FX 10NW-7AM WK	\$70.00	1.4	30	0	0	0	1	0	1	1	\$70.00	\$50.00	1.4
REV-2	Su 7:30a-8a		FOX 10 NEWS WEEKEND SUNDAY 7A	\$70.00	1.4	30	0	0	0	1	0	0	0	\$0.00	\$50.00	0.0
3	Su 8a-9a		FOX NWS SUNDAY	\$150.00	1.3	30	0	0	0	1	0	1	1	\$150.00	\$115.38	1.3
4	Th-F M-W 5p-5:30p		FOX 10 NWS-5PM	\$350.00	2.6	30	0	1	0	0	1	2	2	\$700.00	\$134.62	5.2
5	Th-F M-W 6p-6:30p		FOX 10 NW-630P	\$400.00	2.7	30	0	1	0	0	1	2	2	\$800.00	\$148.15	5.4
6	Th-F M-W 6p-6:30p		JEOPARDY	\$1,200.00	4.0	30	0	1	0	0	1	2	2	\$2,400.00	\$300.00	8.0
7	Th-F M-W 6p-6:30p		WHEEL-FORTUNE	\$1,500.00	4.4	30	0	1	0	0	1	2	2	\$3,000.00	\$340.91	8.8
8	M 8p-9p		9-1-1	\$1,600.00	2.8	30	0	0	0	0	1	1	1	\$1,600.00	\$571.43	2.8
9	Th-F M-W 9p-9:30p		FOX 10 NWS-9PM	\$450.00	3.2	30	0	0	0	0	1	1	1	\$450.00	\$140.63	3.2
10	Th-F M-W 9:30p-10p		FOX10 NW-930PM	\$450.00	2.6	30	0	0	0	0	1	1	1	\$450.00	\$173.08	2.6
11	Th-F M-W 10p-10:30p		FOX-NEWS-10P	\$375.00	1.8	30	0	1	0	0	1	2	2	\$750.00	\$208.33	3.6
12	Su 3p-6p		NFL GM 1st Game	\$3,500.00	6.5	30	0	0	0	1	0	1	1	\$3,500.00	\$538.46	6.5
REV-13	Su 10p-10:30p		Blackish	\$70.00	1.4	30	0	0	0	0	1	1	1	\$70.00	\$50.00	1.4
TOTALS: 0 5 0 0 1 8												17	17	\$13,940.00	\$277.69	50.2

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

Contract # 26236968 Changes as of: 11/11/2018 at 12:35 PM Version: Highlighting Revision 1

CPE: 659/1238/10903 Flight: 11/11/18 - 11/5/18 Station: WALA  
Agency: AMER MEDIA & ADVOCACY GROUP Advertiser: Florida Republican Senatorial Campaigning Committee Market: Mobile

815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Product: 2018  
Agency Order #: 7916737  
Office: PHILADELPHIA  
Service: Nielsen  
Total Spots: 17  
Total CPP: \$277.69  
Total GRP: 50.2

Buyer: MediaAssistant, AMAG  
Salesperson: SHEPARD RITZEN  
Separation:  
Primary Demo: Adults 35+  
Assistant: SHEPARD RITZEN  
215-567-7950

Special Instructions

Date/Time	Added by	Comment
11/01/18 12:35 PM	SHEPARD RITZEN	Separation: 30
11/01/18 12:35 PM	SHEPARD RITZEN	Separation: 30

Competitive Information	
Market Budget:	\$55,760
WALA Share:	25%
Comment:	est share
Unknown:	75%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	17	\$13,940.00	50.2
<b>Total</b>	<b>100%</b>	<b>17</b>	<b>\$13,940.00</b>	<b>\$277.69</b>

Monthly Summary		
Month	Spots	Dollars
2018-Nov	17	\$13,940.00
<b>Total</b>	<b>17</b>	<b>\$13,940.00</b>

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot-
Queued for Electronic Contracting	11/11/18 12:42 PM				
Revision	11/11/18 12:35 PM	SHEPARD RITZEN	Revised		
New	11/11/18 12:31 PM	SHEPARD RITZEN	New	17	
				\$13,940.00	\$13,940.00

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



**Orders**  
**Order / Rev:** 912076  
**Alt Order #:** 26236968  
**Product Desc:** 2018  
**Estimate:** 10903  
**Flight Dates:** 11/01/18 - 11/05/18  
**Original Date / Rev:** 11/01/18 / 11/01/18  
**Order Type:** GENERAL

**WALA**

**Primary AE:** Shepard Ritzen  
**Sales Office:** E-PHI  
**Sales Region:** National

**Agency**  
**Name:** American Media & Advocacy Group  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

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

**Advertiser**  
**Name:** Florida Republican Senatorial Campai  
**Demographic:** A35+  
**Product Codes:** Political-Cand-State-Senate  
**Priority:** FNP  
**Revenue Code 1:** POL  
**Revenue Code 2:** PLC  
**Revenue Code 3:** SPL

**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
10/29/18	11/05/18	17	\$13,940.00	\$11,849.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2018	17	\$13,940.00	\$11,849.00	50.20
<b>Totals</b>	<b>17</b>	<b>\$13,940.00</b>	<b>\$11,849.00</b>	<b>50.20</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Shepard Ritzen			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
WALA	25%	\$13,940.00
Market	100%	\$55,760.00

**Competitive Share**

Competitive Share	Share	Total
WAWD	0%	\$0.00
WEAR	75%	\$41,820.00
WEIQ	0%	\$0.00
WFGX	0%	\$0.00
WFNA	0%	\$0.00
WHBR	0%	\$0.00
WJTC	0%	\$0.00
WKRQ	0%	\$0.00
WMPV	0%	\$0.00
WPAN	0%	\$0.00
WPMI	0%	\$0.00
WSRE	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WALA	11/04/18	11/04/18	Sun FOX 10 News 7-8a CM		Sun 7-8a	-----S	:30	1	\$70.00	PMT	1.40	NM	1	\$70.00
				Sun FOX 10 News 7-8a		(7:00 AM-7:30 AM)									

FX 10NW-7AM WK

Order / Rev: 912076  
 Alt Order #: 26236968  
 Flight Dates: 11/01/18 - 11/05/18

Advertiser: Florida Republican Senatorial Campaign  
 Product Desc: 2018  
 Estimate: 10903  
 WALA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/18		11/04/18	-----S			1			\$70.00			1.40			
N 2	WALA	11/04/18	11/04/18	Fox News Sunday	CM	8a-9a	-----S	:30	1	\$150.00	PMT	1.30	NM	1	\$150.00
		FOX NWS SUNDAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/18		11/04/18	-----S			1			\$150.00			1.30			
N 3	WALA	11/02/18	11/02/18	M-F 5-530p	CM	5p-530p	----F--	:30	1	\$350.00	PMT	2.60	NM	1	\$350.00
		FOX 10 NWS-5PM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/18		11/04/18	----F--			1			\$350.00			2.60			
N 4	WALA	11/05/18	11/05/18	M-F 5-530p	CM	5p-530p	M-----	:30	1	\$350.00	PMT	2.60	NM	1	\$350.00
		FOX 10 NWS-5PM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 11/05/18		11/11/18	M-----			1			\$350.00			2.60			
N 5	WALA	11/02/18	11/02/18	M-F 530-6p	CM	530p-6p	----F--	:30	1	\$400.00	PMT	2.70	NM	1	\$400.00
		FOX 10 NW-530P													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/18		11/04/18	----F--			1			\$400.00			2.70			
N 6	WALA	11/05/18	11/05/18	M-F 530-6p	CM	530p-6p	M-----	:30	1	\$400.00	PMT	2.70	NM	1	\$400.00
		FOX 10 NW-530P													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 11/05/18		11/11/18	M-----			1			\$400.00			2.70			
N 7	WALA	11/02/18	11/02/18	M-F 6-630p	CM	6p-630p	----F--	:30	1	\$1,200.00	FNP	4.00	NM	1	\$1,200.00
		JEOPARDY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/18		11/04/18	----F--			1			\$1,200.00			4.00			
N 8	WALA	11/05/18	11/05/18	M-F 6-630p	CM	6p-630p	M-----	:30	1	\$1,200.00	FNP	4.00	NM	1	\$1,200.00
		JEOPARDY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 11/05/18		11/11/18	M-----			1			\$1,200.00			4.00			
N 9	WALA	11/02/18	11/02/18	M-F 630-7p	CM	630p-7p	----F--	:30	1	\$1,500.00	FNP	4.40	NM	1	\$1,500.00
		WHEEL-FORTNE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/29/18		11/04/18	----F--			1			\$1,500.00			4.40			
N 10	WALA	11/05/18	11/05/18	M-F 630-7p	CM	630p-7p	M-----	:30	1	\$1,500.00	FNP	4.40	NM	1	\$1,500.00
		WHEEL-FORTNE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 11/05/18		11/11/18	M-----			1			\$1,500.00			4.40			
N 11	WALA	11/05/18	11/05/18	Mon 8-9p	CM	Mon 8p-9p	M-----	:30	1	\$1,600.00	PMT	2.80	NM	1	\$1,600.00
		9-1-1													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 11/05/18		11/11/18	M-----			1			\$1,600.00			2.80			
N 12	WALA	11/05/18	11/05/18	M-F 9-930p	CM	9p-930p	M-----	:30	1	\$450.00	PMT	3.20	NM	1	\$450.00
		FOX 10 NWS-9PM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 11/05/18		11/11/18	M-----			1			\$450.00			3.20			
N 13	WALA	11/05/18	11/05/18	M-F 930-10p	CM	930p-1000p	M-----	:30	1	\$450.00	PMT	2.60	NM	1	\$450.00
		FOX10 NW-930PM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

Order / Rev: 912076  
 Alt Order #: 26236968  
 Flight Dates: 11/01/18 - 11/05/18

Advertiser: Florida Republican Senatorial Campaign  
 Product Desc: 2018  
 Estimate: 10903  
 WALA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/18	11/11/18	M-----			1			\$450.00		2.60			
N 14	WALA	11/02/18	11/02/18	M-F 10p-1030p M-F 10p-1030p	CM	M-F 10p-1030p	----F--	:30	1	\$375.00	PMT	1.80	NM	1	\$375.00
FOX-NEWS-10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/18	11/04/18	----F--			1			\$375.00		1.80			
N 15	WALA	11/05/18	11/05/18	M-F 10p-1030p M-F 10p-1030p	CM	M-F 10p-1030p	M-----	:30	1	\$375.00	PMT	1.80	NM	1	\$375.00
FOX-NEWS-10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		11/05/18	11/11/18	M-----			1			\$375.00		1.80			
N 16	WALA	11/04/18	11/04/18	NFL Reg Season Late G3M NFL Reg Season Late Game		NFL Reg Season Late Game (3:00 PM-6:30 PM)	-----S	:30	1	\$3,500.00	PMT	6.50	NM	1	\$3,500.00
NFL GM1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/18	11/04/18	-----S			1			\$3,500.00		6.50			
N 17	WALA	11/04/18	11/04/18	Su 10-1030p Su 10-1030p	CM	10p-1030p	-----S	:30	1	\$70.00	PMT	1.40	NM	1	\$70.00
Blackish															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/18	11/04/18	-----S			1			\$70.00		1.40			
													Totals	17	\$13,940.00