



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 26220300	<b>Changes as of:</b> 10/12/2018 at 12:04 PM	<b>Version:</b> Current State Version 1
<b>CPE:</b> 456/565/6902	<b>Flight:</b> 10/9/18 - 10/15/18	<b>Station:</b> WALA
<b>Agency:</b> MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	<b>Advertiser:</b> RPOF - Moody, Patronis, Caldwell	<b>Market:</b> Mobile
	<b>Product:</b> 3RMPc	<b>Office:</b> PHILADELPHIA
	<b>Agency Order #:</b> 7786780	<b>Service:</b> Nielsen
	<b>Buyer:</b> Jankalski, Abbey	<b>Primary Demo:</b> Adults 18+
	<b>Salesperson:</b> SHEPARD RITZEN 215-567-7950	<b>Assistant:</b> SHEPARD RITZEN 215-567-7950
	<b>Separation:</b>	<b>Con Type:</b> POLITICAL/VOTE
		<b>Total \$:</b> \$810.00
		<b>Total Spots:</b> 6
		<b>Total CPP:</b> \$0.00
		<b>Total GRP:</b>
		<b>Traffic #:</b> 909033

Comments: revised buy

#	Day/Time	DP	Program	Rate	A18P Rating	Len	10/9 - 10/15							Total Spots	Total \$	CPP*	GRP*
							10/9	10/10	10/11	10/12	10/13	10/14	10/15				
5	Sa 3p-6p		MLB NLCS game 2	\$500.00	0.0	30	0	0	0	0	1	0	0	1	\$500.00	\$0.00	0.0
6	Su 10:30p-11:30p		NFL Wrap Up SHow	\$25.00	0.0	30	0	0	0	0	0	2	0	2	\$50.00	\$0.00	0.0
7	Sa 2:30p-3p		MLB pre-Game	\$75.00	0.0	30	0	0	0	0	1	0	0	1	\$75.00	\$0.00	0.0
8	Sa 12n-2:30p		NASCAR	\$100.00	0.0	30	0	0	0	0	1	0	0	1	\$100.00	\$0.00	0.0
9	Sa 10a-11a		NFL Pre-Kick	\$85.00	0.0	30	0	0	0	0	0	1	0	1	\$85.00	\$0.00	0.0
<b>TOTALS:</b>							0	0	0	0	3	3	0	6	\$810.00	\$0.00	0.0



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 26220300	<b>Changes as of:</b> 10/12/2018 at 12:04 PM	<b>Version:</b> Current State Version 1
<b>CPE:</b> 456/565/6902	<b>Flight:</b> 10/9/18 - 10/15/18	<b>Station:</b> WALA
<b>Agency:</b> MENTZER MEDIA SERVIC 210 W. Pennsylvania Avenue Suite 250 Towson, MD 21204	<b>Advertiser:</b> RPOF - Moody, Patronis, Caldwell	<b>Market:</b> Mobile
<b>Agency Order #:</b> 7786780	<b>Product:</b> 3RMPC	<b>Office:</b> PHILADELPHIA
<b>Buyer:</b> Jankalski, Abbey	<b>Service:</b> Nielsen	<b>Con Type:</b> POLITICAL/VOTE
<b>Salesperson:</b> SHEPARD RITZEN 215-567-7950	<b>Primary Demo:</b> Adults 18+	<b>Total \$:</b> \$810.00
<b>Separation:</b>	<b>Assistant:</b> SHEPARD RITZEN 215-567-7950	<b>Total Spots:</b> 6
		<b>Total CPP:</b> \$0.00
		<b>Total GRP:</b>
		<b>Traffic #:</b> 909033

<b>Special Instructions</b>	
-----------------------------	--

Order Level Comments		
Date/Time	Added by	Comment
10/11/18 3:03 PM	SHEPARD RITZEN	revised buy

Competitive Information	
<b>Market Budget:</b>	\$5,400
<b>WALA Share:</b>	15%
<b>Comment:</b>	est share
<b>Unknown:</b>	85%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	6	\$810.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>6</b>	<b>\$810.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2018-Oct	6	\$810.00
<b>Total</b>	<b>6</b>	<b>\$810.00</b>

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	10/11/18 3:13 PM					\$0	\$0	
New	10/11/18 3:03 PM	SHEPARD RITZEN	Confirmed	6		\$810.00	\$810.00	

<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.
----------------------------------	---

# ORDER



<b>Orders</b>	<b>Order / Rev:</b>	909033	<b>WALA</b>
	<b>Alt Order #:</b>	26220300	Shepard Ritzen
	<b>Product Desc:</b>	3RMPC	E-Phi
	<b>Estimate:</b>	6902	National
	<b>Flight Dates:</b>	10/13/18 - 10/14/18	
	<b>Original Date / Rev:</b>	10/11/18 / 10/11/18	
	<b>Order Type:</b>	GENERAL	

<b>Agency</b>	<b>Name:</b>	Mentzer Media Services, Inc.	<b>Billing Type:</b>	Cash
	<b>Buying Contact:</b>		<b>Billing Calendar:</b>	Broadcast
	<b>Billing Contact:</b>	210 W. Pennsylvania Ave., Suite 250	<b>Billing Cycle:</b>	EOM/EOC
		Towson, MD 21204	<b>Agency Commission:</b>	15%

<b>Advertiser</b>	<b>Name:</b>	Republican Party Florida	<b>New Business Thru:</b>	
	<b>Demographic:</b>	A18+	<b>Order Separation:</b>	00:15:00
	<b>Product Codes:</b>	Political-Issues	<b>Advertiser External ID:</b>	
	<b>Priority:</b>	IMP	<b>Agency External ID:</b>	
	<b>Revenue Code 1:</b>	POL	<b>Unit Code:</b>	General
	<b>Revenue Code 2:</b>	PLC		
	<b>Revenue Code 3:</b>	POL LPL		

Bill Plan		Totals			
Start Date	End Date	# Spots	Gross Amount	Net Amount	Rating
10/01/18	10/14/18	6	\$810.00	\$688.50	0.00
Totals		6	\$810.00	\$688.50	0.00

<b>Account Executives</b>	<b>Sales Office</b>	<b>Sales Region</b>	<b>Start Date / End Date</b>	<b>Order %</b>
Shepard Ritzen			Start Of Order - End Of Order	100%

<b>Order Share</b>	<b>Share</b>	<b>Total</b>
WALA	15%	\$810.00
<b>Market</b>	<b>100%</b>	<b>\$5,400.00</b>

Competitive Share	Share	Total
W/AWD	0%	\$0.00
WEAR	65%	\$3,510.00
WEIQ	0%	\$0.00
WFGX	0%	\$0.00
WFNA	0%	\$0.00
WHBR	0%	\$0.00
WJTC	0%	\$0.00
WKRG	15%	\$810.00
WMPV	0%	\$0.00
WPAN	0%	\$0.00
WPMI	5%	\$270.00
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	10/13/18	10/13/18	MLB Championship Series	M	MLB Championship Series	-----S-	:30	1	\$500.00	PMT	0.00	NM	1	\$500.00
MLB NLCS game 2															

