



**KATZ TELEVISION
GROUP**

125 West 55th St
New York, NY 10019

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

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
TOTALS:							0	0	0	0	3	3	0	6	\$810.00	\$0.00	0.0



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

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

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

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

Monthly Summary		
Month	Spots	Dollars
2018-Oct	6	\$810.00
Total	6	\$810.00

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	

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.
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ORDER

Orders

Order / Rev: 909033

FOX10
WALA-TV MOBILE-PENSACOLA

Alt Order #:	26220300
Product Desc:	3RMPC
Estimate:	6902

WALA

Flight Dates: 10/13/18 - 10/14/18
Original Date / Rev: 10/11/18 / 10/11/18
Order Type: GENERAL

Shepard Ritzen

E-PH

National

Agency	Name: <u>Mentzer Media Services, Inc.</u>
	Buying Contact: _____
	Billing Contact: _____

Cash	
Broadcast	

210 W. Pennsylvania Ave., Suite 250
Towson, MD 21204

Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Republican Party Florida
	Demographic:	A18+
	Product Codes:	Political-Issues
	Priority:	IMP
	Revenue Code 1:	POL
	Revenue Code 2:	PLC
	Revenue Code 3:	POL LPL

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
10/01/18	10/14/18	6	\$810.00	\$688.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2018	6	\$810.00	\$688.50	0.00
Totals	6	\$810.00	\$688.50	0.00

Account Executives

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

Start Of Order - End Of Order

100%

Order Share	Share	Total
WALA	15%	\$810.00
Market	100%	\$5,400.00

Competitive Share	Share	Total
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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	MLB Championship Series		-----S-	:30	1	\$500.00	PMT	0.00	NM	1	\$500.00

