



125 West 55th St
New York, NY 10019

Contract # 25281578 **Changes as of:** 9/7/2016 at 11:22 AM **Version:** Original Order

CPE: 118/118/910 **Flight:** 9/19/16 - 11/13/16 **Station:** WJLA
Agency: HULSEN MEDIA SERVICE **Advertiser:** Airbnb, Inc. **Market:** Washington, DC

Product: Issue **Office:** PHILADELPHIA
Agency Order #: 5372416 **Primary Demo:** Households
Buyer: Hulsén, Kristin **Con Type:** POLITICAL/VOTE
Salesperson: BOB CAIN **Assistant:** SHEPARD RITZEN
215-557-4216 215-567-7950

Separation:

Comments: THIS IS A NEW ISSUE ORDER FOR AIRBNB. FLIGHT IS 9/21-11/7. TOTAL = \$27800. PLS CFM T/R BOB

Total \$: \$27,800.00
Total Spots: 26
Total CPP: \$648.02
Total GRP: 42.9

#	Day/Time	DP	Program	Rate	HH Rating	Len	9/19 - 10/1												
							9/19	9/20	9/21	9/22	9/23	9/24	9/25	9/26	9/27	9/28	9/29		9/30
1	M-F 6:30a-7a		Good Morning Washington	\$600.00	1.8	30	0	0	1	1	1	0	0	1	1	1	1	0	
2	Su 10a-10:30a		Full Measure	\$1,000.00	1.5	30	0	0	0	0	0	0	0	0	0	0	0		
3	Su 10a-10:30a		Full Measure	\$2,000.00	1.5	60	0	0	0	0	0	0	1	0	0	0	0		
4	Su 10:30a-11a		Government Matters	\$1,000.00	1.5	30	0	0	0	0	0	0	1	0	0	0	0		
5	Su 10:30a-11a		Government Matters	\$2,000.00	1.5	60	0	0	0	0	0	0	0	0	0	0	0		
TOTALS:							0	0	1	1	1	0	2	1	1	1	1	0	



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Agency: HULSEN MEDIA SERVICE		Advertiser: Airbnb, Inc.		Market: Washington, DC	
2400 Laramie Trail Austin, TX 78745		Product: Issue		Office: PHILADELPHIA	
		Agency Order #: 5372416		Primary Demo: Households	
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		Salesperson: BOB CAIN		Assistant: SHEPARD RITZEN	
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#	Day/Time	DP	Program	Rate	HH Rating	Len	10/2 - 10/14												
							10/2	10/3	10/4	10/5	10/6	10/7	10/8	10/9	10/10	10/11		10/12	10/13
1	M-F 6:30a-7a		Good Morning Washington	\$600.00	1.8	30	0	1	0	0	0	0	0	0	0	1	1	1	1
2	Su 10a-10:30a		Full Measure	\$1,000.00	1.5	30	1	0	0	0	0	0	0	0	0	0	0	0	0
3	Su 10a-10:30a		Full Measure	\$2,000.00	1.5	60	0	0	0	0	0	0	0	1	0	0	0	0	0
4	Su 10:30a-11a		Government Matters	\$1,000.00	1.5	30	0	0	0	0	0	0	0	0	0	0	0	0	0
5	Su 10:30a-11a		Government Matters	\$2,000.00	1.5	60	1	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS:							2	1	0	0	0	0	0	0	1	0	1	1	1





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#	Day/Time	DP	Program	Rate	HH Rating	Len	10/15 - 10/27												
							10/15	10/16	10/17	10/18	10/19	10/20	10/21	10/22	10/23	10/24	10/25	10/26	10/27
1	M-F 6:30a-7a		Good Morning Washington	\$600.00	1.8	30	0	0	0	0	0	0	0	0	0	0	0	0	0
2	Su 10a-10:30a		Full Measure	\$1,000.00	1.5	30	0	0	0	0	0	0	0	0	1	0	0	0	0
3	Su 10a-10:30a		Full Measure	\$2,000.00	1.5	60	0	1	0	0	0	0	0	0	0	0	0	0	0
4	Su 10:30a-11a		Government Matters	\$1,000.00	1.5	30	0	1	0	0	0	0	0	0	0	0	0	0	0
5	Su 10:30a-11a		Government Matters	\$2,000.00	1.5	60	0	0	0	0	0	0	0	0	1	0	0	0	0
TOTALS:							0	2	0	0	0	0	0	0	2	0	0	0	0





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#	Day/Time	DP	Program	Rate	HH Rating	Len	10/28 - 11/9											
							10/28	10/29	10/30	10/31	11/1	11/2	11/3	11/4	11/5	11/6		11/7
1	M-F 6:30a-7a		Good Morning Washington	\$600.00	1.8	30	0	0	0	0	0	0	0	0	0	0	0	0
2	Su 10a-10:30a		Full Measure	\$1,000.00	1.5	30	0	0	0	0	0	0	0	0	1	0	0	0
3	Su 10a-10:30a		Full Measure	\$2,000.00	1.5	60	0	0	1	0	0	0	0	0	0	0	0	0
4	Su 10:30a-11a		Government Matters	\$1,000.00	1.5	30	0	0	1	0	0	0	0	0	0	0	0	0
5	Su 10:30a-11a		Government Matters	\$2,000.00	1.5	60	0	0	0	0	0	0	0	0	1	0	0	0
TOTALS:							0	0	2	0	0	0	0	0	0	2	0	0





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							11/10	11/11	11/12	11/13					
	M-F														
1	6:30a-7a		Good Morning Washington	\$600.00	1.8	30	0	0	0	0	13	\$7,800.00	\$333.33	23.4	
2	Su 10a-10:30a		Full Measure	\$1,000.00	1.5	30	0	0	0	0	3	\$3,000.00	\$666.67	4.5	
3	Su 10a-10:30a		Full Measure	\$2,000.00	1.5	60	0	0	0	0	4	\$8,000.00	\$1,333.33	6.0	
4	Su 10:30a-11a		Government Matters	\$1,000.00	1.5	30	0	0	0	0	3	\$3,000.00	\$666.67	4.5	
5	Su 10:30a-11a		Government Matters	\$2,000.00	1.5	60	0	0	0	0	3	\$6,000.00	\$1,333.33	4.5	
TOTALS:							0	0	0	0	26	\$27,800.00	\$648.02	42.9	



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				Total Spots: 26	
				Total CPP: \$648.02	
				Total GRP: 42.9	
				Separation:	

Special Instructions	Separation: 15
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Order Level Comments		
Date/Time	Added by	Comment
09/07/16 11:24 AM	BOB CAIN	THIS IS A NEW ISSUE ORDER FOR AIRBNB. FLIGHT IS 9/21-11/7. TOTAL = \$27800. PLS CFM T/R BOB

Competitive Information	
Market Budget:	\$139,000
WJLA Share:	20%
Comment:	estimated, will update asap
Unknown:	80%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	26	\$27,800.00	42.9
Total	100%	26	\$27,800.00	42.9

Monthly Summary		
Month	Spots	Dollars
2016-Sep	5	\$4,800.00
2016-Oct	19	\$20,000.00
2016-Nov	2	\$3,000.00
Total	26	\$27,800.00

Transaction History							
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$ Comment
Queued for Electronic Contracting	9/7/16 11:30 AM					\$0	\$0
New	9/7/16 11:22 AM	BOB CAIN	New	26		\$27,800.00	\$27,800.00

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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