



125 West 55th St
New York, NY 10019

Contract # 26898588	Changes as of: 4/15/2020 at 5:05 PM	Version: Highlighting Revision 1	
CPE: AMFAI/ORDR/380129	Flight: 4/17/20 - 4/23/20	Station: WHP	Con Type: POLITICAL/VOTE
Agency: Del Ray Media LLC PO BOX 1309 Alexandria, VA 22313	Advertiser: America First Action Inc	Market: Harrisburg-Lebanon	Total \$: \$20,400.00
	Product: ORDR	Office: WASHINGTON	Total Spots: 24
	Agency Order #: 30064583	Service: Nielsen	Total CPP: \$315.30
	Buyer: Good, Carolyn	Primary Demo: Adults 35+	Total GRP: 64.7
	Salesperson: GARRETT WELLENS 202-955-5342	Assistant: GARRETT WELLENS 202-955-5342	Traffic #: 4327141

Separation:

Comments: revised for Late Show rate PLEASE CONFIRM THANK YOU CAROLYN GOOD 571-225-6976 carolyn@delraymediabuying.com

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	Len	4/17 - 4/23							Total Spots	Total \$	CPP*	GRP*
								4/17	4/18	4/19	4/20	4/21	4/22	4/23				
1	M-F 3p-4p		DR. PHIL	\$350.00	1.7	18,000	30	0	0	0	1	1	1	0	3	\$1,050.00	\$205.88	5.1
Changes: Rate from 400 to 350																		
2	Su 9a-10:30a		CBS SUNDAY MORNING	\$600.00	2.8	29,700	30	0	0	2	0	0	0	0	2	\$1,200.00	\$214.29	5.6
3	M-F 11:35p-12:35a		THE LATE SHOW-CBS	\$200.00	1.3	13,600	30	2	0	0	2	2	2	2	10	\$2,000.00	\$153.85	13.0
4	M 10p-11p		BULL-CBS	\$2,000.00	6.0	63,800	30	0	0	0	1	0	0	0	1	\$2,000.00	\$333.33	6.0
5	Tu 9p-10p		FBI-CBS	\$2,500.00	8.8	93,300	30	0	0	0	0	0	0	0	0	\$0.00	\$284.09	0.0
6	Tu 10p-11p		FBI: MOST WANTED-CBS	\$2,000.00	5.6	59,800	30	0	0	0	0	0	0	0	0	\$0.00	\$357.14	0.0
7	W 9p-10p		SEAL TEAM-CBS	\$2,500.00	4.5	47,400	30	0	0	0	0	0	1	0	1	\$2,500.00	\$555.56	4.5
8	F 8p-9p		MACGYVER-CBS	\$2,500.00	4.5	48,100	30	1	0	0	0	0	0	0	1	\$2,500.00	\$555.56	4.5
9	F 9p-10p		HAWAII FIVE-0-CBS	\$2,500.00	5.9	62,200	30	0	0	0	0	0	0	0	0	\$0.00	\$423.73	0.0
10	Su 9p-10p		NCIS: LOS ANGELES-CB	\$2,000.00	4.7	50,100	30	0	0	1	0	0	0	0	1	\$2,000.00	\$425.53	4.7
11	Tu 9p-11p		PRINCE GRAMMY SPECIAL	\$2,250.00	7.2	93,300	30	0	0	0	0	2	0	0	2	\$4,500.00	\$312.50	14.4
13	F 9p-10p		MAGNUM PI	\$2,500.00	5.9	62,200	30	1	0	0	0	0	0	0	1	\$2,500.00	\$423.73	5.9
REV+ 14	Sa 11:35p-12:36a		Madam Secretary	\$100.00	0.5	0	30	0	0	0	0	0	0	0	1	\$100.00	\$200.00	0.5
REV+ 15	Sa 1:35a-2:35a		NCIS: New Orleans	\$50.00	0.5	0	30	0	0	0	0	0	0	0	1	\$50.00	\$100.00	0.5
TOTALS:								4	2	3	4	5	4	2	24	\$20,400.00	\$315.30	64.7



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	Buyer: Good, Carolyn	Primary Demo: Adults 35+
	Salesperson: GARRETT WELLENS 202-955-5342	Assistant: GARRETT WELLENS 202-955-5342
	Separation:	
		Con Type: POLITICAL/VOTE
		Total \$: \$20,400.00
		Total Spots: 24
		Total CPP: \$315.30
		Total GRP: 64.7
		Traffic #: 4327141

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
04/15/20 5:05 PM	GARRETT WELLENS	revised for Late Show rate PLEASE CONFIRM THANK YOU CAROLYN GOOD 571-225-6976 carolyn@delraymediabuying.com
04/08/20 1:34 PM	Cherie Nichols	PROGRAM CHANGES
04/07/20 4:52 PM	System	Notice Received.
04/07/20 1:50 PM	GARRETT WELLENS	revised for Late Show rate PLEASE CONFIRM THANK YOU CAROLYN GOOD 571-225-6976 carolyn@delraymediabuying.com

Competitive Information	
Market Budget:	\$102,000
WHP Share:	20%
Comment:	
Unknown:	80%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	24	\$20,400.00	\$315.30	64.7
Total	100%	24	\$20,400.00	\$315.30	64.7

Monthly Summary		
Month	Spots	Dollars
2020-Apr	24	\$20,400.00
Total	24	\$20,400.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	4/15/20 5:05 PM	GARRETT WELLENS	Revised	2		\$0	\$20,400.00	Changes: Total CPP from \$320.25 to \$315.30, Competitive Market Budget from \$101,500 to \$102,000, Total Spots from 22 to 24, Total GRPs from 63.7 to 64.7. 3 buylines added or modified.
Makegood 1	4/8/20 1:34 PM	Cherie Nichols	Confirmed	3	3	\$0	\$20,400.00	Changes: Total GRPs from 69.4 to 63.7, Total CPP from \$292.51 to \$320.25, Total GIMPs from 0 to 64, Total CPM from \$0.00 to \$320,251.18. 5 buylines added or modified.
Queued for Electronic Contracting	4/7/20 1:54 PM					\$0	\$0	
New	4/7/20 1:48 PM	GARRETT WELLENS	Confirmed	22		\$20,400.00	\$20,400.00	

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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