



125 West 55th St
New York, NY 10019

Contract # 26773267	Changes as of: 1/17/2020 at 11:45 AM	Version: Current State Version 5
CPE: MBLM/MBLM/0110	Flight: 12/30/19 - 3/29/20	Station: WKEF
Agency: ASSEMBLY	Advertiser: Mike Bloomberg 2020, Inc	Market: Dayton
711 3rd Avenue	Product: MIKE BLOOMBERG 2020 INC	Office: PHILADELPHIA
3rd Flr	Agency Order #: 85731	Service: Nielsen
New York, NY 10017	Buyer: JILL GOLDMANN	Primary Demo: Households
	Salesperson: FRAN BROWN 215-563-5400	Assistant: FRAN BROWN 215-563-5400
	Separation:	
Comments: changed office only, no other cahnges		
		Con Type: POLITICAL/VOTE
		Total \$: \$15,110.00
		Total Spots: 34
		Total CPP: \$0.00
		Total GRP:
		Traffic #: 4173797

#	Day/Time	DP	Program	Rate	HH Rating	Len	12/30 - 3/23												Total Spots	Total \$	CPP*	GRP*	
							12/30	1/6	1/13	1/20	1/27	2/3	2/10	2/17	2/24	3/2	3/9	3/16					3/23
1	M-W 5a-6a		ABC22 News in the Mo	\$80.00	0.0	60	0	1	0	0	0	0	0	0	0	0	0	0	0	1	\$80.00	\$0.00	0.0
2	M-W 7a-9a		Good Morning America	\$200.00	0.0	60	0	3	0	0	0	0	0	0	0	0	0	0	0	3	\$600.00	\$0.00	0.0
3	M-W 5p-6p		Judge Judy	\$200.00	0.0	60	0	2	0	0	0	0	0	0	0	0	0	0	0	2	\$400.00	\$0.00	0.0
4	M-W 7p-7:30p		Family Feud	\$550.00	0.0	60	0	1	0	0	0	0	0	0	0	0	0	0	0	1	\$550.00	\$0.00	0.0
5	M-W 7:30p-8p		Family Feud	\$570.00	0.0	60	0	2	0	0	0	0	0	0	0	0	0	0	0	2	\$1,140.00	\$0.00	0.0
6	M-W 11:35p-12:36a		Jimmy Kimmel	\$120.00	0.0	60	0	3	0	0	0	0	0	0	0	0	0	0	0	3	\$360.00	\$0.00	0.0
7	Tu-W 8p-9p		JEOPARDY! The Greate	\$2,000.00	0.0	60	0	1	0	0	0	0	0	0	0	0	0	0	0	1	\$2,000.00	\$0.00	0.0
8	W-F 5a-6a		ABC22 News in the Mo	\$80.00	0.0	60	1	0	0	0	0	0	0	0	0	0	0	0	0	1	\$80.00	\$0.00	0.0
9	W-F 7a-9a		Good Morning America	\$200.00	0.0	60	3	0	0	0	0	0	0	0	0	0	0	0	0	3	\$600.00	\$0.00	0.0
10	W-F 5p-6p		Judge Judy	\$200.00	0.0	60	2	0	0	0	0	0	0	0	0	0	0	0	0	2	\$400.00	\$0.00	0.0
11	W-F 7p-7:30p		Family Feud	\$550.00	0.0	60	1	0	0	0	0	0	0	0	0	0	0	0	0	1	\$550.00	\$0.00	0.0
12	W-F 7:30p-8p		Family Feud	\$570.00	0.0	60	2	0	0	0	0	0	0	0	0	0	0	0	0	2	\$1,140.00	\$0.00	0.0
13	W-F 11:35p-12:36a		Jimmy Kimmel	\$120.00	0.0	60	2	0	0	0	0	0	0	0	0	0	0	0	0	2	\$240.00	\$0.00	0.0
14	W-Th 8p-9p		JEOPARDY! The Greate	\$2,000.00	0.0	60	0	1	0	0	0	0	0	0	0	0	0	0	0	1	\$2,000.00	\$0.00	0.0
15	Su 7p-8p		America's Funniest H	\$900.00	0.0	60	1	0	0	0	0	0	0	0	0	0	0	0	0	1	\$900.00	\$0.00	0.0
16	Su 11p-11:35p		ABC22 News on ABC	\$370.00	0.0	60	1	0	0	0	0	0	0	0	0	0	0	0	0	1	\$370.00	\$0.00	0.0
17	Tu-W 8p-9p		JEOPARDY! The Greate	\$2,000.00	0.0	60	0	1	0	0	0	0	0	0	0	0	0	0	0	1	\$2,000.00	\$0.00	0.0
18	Th-F 5a-6a		ABC22 News in the Mo	\$80.00	0.0	60	0	2	0	0	0	0	0	0	0	0	0	0	0	2	\$160.00	\$0.00	0.0
19	Th-F 5p-6p		Judge Judy	\$200.00	0.0	60	0	2	0	0	0	0	0	0	0	0	0	0	0	2	\$400.00	\$0.00	0.0
20	Th-F 7:30p-8p		Family Feud	\$570.00	0.0	60	0	2	0	0	0	0	0	0	0	0	0	0	0	2	\$1,140.00	\$0.00	0.0
TOTALS:							13	21	0	0	0	0	0	0	0	0	0	0	0	34	\$15,110.00	\$0.00	0.0



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		Total CPP: \$0.00
		Total GRP:
		Traffic #: 4173797

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
01/16/20 6:41 PM	FRAN BROWN	changed office only, no other cahnges
01/08/20 11:03 AM	Heather Starrett	PLS SEE LNS 1,3, AND 5 FOR N/A AND MG OFFER D/T WED, 1.8 LOGS CLOSED
01/08/20 10:30 AM	FRAN BROWN	PLS ADV THANK YOU
12/30/19 12:11 PM	FRAN BROWN	added dates of 1/9 and 1/10
		program change
12/30/19 12:08 PM	Heather Starrett	PLS SEE LN 14 FOR N/A AND MG OFFER D/T JEOPARDY THE GREATEST OF ALL TIME DOES NOT START UNTIL 1.7.20
		PLS ADV THANK YOU
12/30/19 12:05 PM	System	Notice Received.

Competitive Information	
Market Budget:	\$75,550
WKEF Share:	20%
Comment:	
Unknown:	80%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	34	\$15,110.00	N/A	0.0
Total	100%	34	\$15,110.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2020-Jan	34	\$15,110.00
2020-Feb	0	\$0.00
2020-Mar	0	\$0.00
Total	34	\$15,110.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Revision	1/16/20 6:41 PM	FRAN BROWN	Confirmed			\$0	\$15,110.00	Changes: Origoffice Id to 109, Office from NEW YORK to PHILADELPHIA, Comments from added dates of 1/9 and 1/10 to changed office only, no other cahnges.
Makegood 2	1/8/20 11:03 AM	Heather Starrett	Confirmed	6	6	\$0	\$15,110.00	Changes: 6 buylines added or modified.
Revision	1/8/20 10:30 AM	FRAN BROWN	Confirmed	7		\$3,700.00	\$15,110.00	Changes: Total Spots from 27 to 34, Calculated Dollars from \$11,410.00 to \$15,110.00, Competitive Market Budget from \$57,050 to \$75,550, Total \$ from \$11,410.00 to \$15,110.00, Origuser Entered Dollars to \$11,410.00, User Entered \$ from \$0.00 to \$15,110.00, Comments from to added dates of 1/9 and 1/10. 4 buylines added or modified.
Makegood 1	12/30/19 12:08 PM	FRAN BROWN	Confirmed	1	1	\$0	\$11,410.00	Changes: 2 buylines added or modified.
Queued for Electronic Contracting	12/30/19 11:37 AM					\$0	\$0	
New	12/30/19 10:57 AM	FRAN BROWN	Confirmed	27		\$11,410.00	\$11,410.00	

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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