



125 West 55th St
New York, NY 10019

Contract # 26905027	Changes as of: 4/17/2020 at 2:30 PM	Version: Current State Version 1
CPE: 1431/2128/6069	Flight: 4/18/20 - 5/4/20	Station: WUTV
Agency: STRATEGIC MEDIA PLACEMENT 7669 Stagers Loop Delaware, OH 43015	Advertiser: Beth Parlato for Congress - NY CD-27	Market: Buffalo-Niagara Falls
	Product: TV	Office: WASHINGTON
	Agency Order #: 9542281	Service: Nielsen
	Buyer: Marable, Hartwell	Primary Demo: Adults 55+
	Salesperson: BRADLEY PHILIPPS 202-955-5342	Assistant: BRADLEY PHILIPPS2 202-955-5342
	Separation:	
Comments: Separation: 30		Con Type: POLITICAL/VOTE Total \$: \$3,560.00 Total Spots: 19 Total CPP: \$79.11 Total GRP: 45.0 Traffic #: 4342886

#	Day/Time	DP	Program	Rate	A55P Rating	Len	4/18 - 4/30													
							4/18	4/19	4/20	4/21	4/22	4/23	4/24	4/25	4/26	4/27	4/28	4/29	4/30	
1	M-F 10p-10:30p		2 News On Your Side @ 10P	\$160.00	2.5	30	0	0	1	1	1	1	1	0	0	1	1	1	1	
2	Sa 10p-10:30p		2 News On Your Side @ 10P	\$120.00	1.5	30	1	0	0	0	0	0	0	1	0	0	0	0	0	
3	Su 10p-10:30p		2 News On Your Side @ 10P	\$160.00	2.0	30	0	1	0	0	0	0	0	0	1	0	0	0	0	
4	W 8p-9p		The Masked Singer-FOX	\$480.00	3.5	30	0	0	0	0	1	0	0	0	0	0	0	1	0	
TOTALS:							1	1	1	1	2	1	1	1	1	1	1	2	1	



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		Total Spots: 19
		Total CPP: \$79.11
		Total GRP: 45.0
		Traffic #: 4342886

Comments: Separation: 30

#	Day/Time	DP	Program	Rate	A55P Rating	Len	5/1 - 5/4					Total Spots	Total \$	CPP*	GRP*
							5/1	5/2	5/3	5/4					
1	M-F 10p-10:30p		2 News On Your Side @ 10P	\$160.00	2.5	30	1	0	0	1		11	\$1,760.00	\$64.00	27.5
2	Sa 10p-10:30p		2 News On Your Side @ 10P	\$120.00	1.5	30	0	1	0	0		3	\$360.00	\$80.00	4.5
3	Su 10p-10:30p		2 News On Your Side @ 10P	\$160.00	2.0	30	0	0	1	0		3	\$480.00	\$80.00	6.0
4	W 8p-9p		The Masked Singer-FOX	\$480.00	3.5	30	0	0	0	0		2	\$960.00	\$137.14	7.0
TOTALS:							1	1	1	1		19	\$3,560.00	\$79.11	45.0



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Salesperson: BRADLEY PHILIPPS 202-955-5342	Assistant: BRADLEY PHILIPPS2 202-955-5342	Total CPP: \$79.11
Separation:		Total GRP: 45.0
		Traffic #: 4342886

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
04/17/20 2:30 PM	System	Notice Received.
04/17/20 11:34 AM	BRADLEY PHILIPPS	Separation: 30

Competitive Information	
Market Budget:	\$44,500
WUTV Share:	8%
Comment:	
Unknown:	92%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	19	\$3,560.00	\$79.11	45.0
Total	100%	19	\$3,560.00	\$79.11	45.0

Monthly Summary		
Month	Spots	Dollars
2020-Apr	10	\$1,840.00
2020-May	9	\$1,720.00
Total	19	\$3,560.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	4/17/20 11:35 AM					\$0	\$0	
New	4/17/20 11:34 AM	BRADLEY PHILIPPS	Confirmed	19		\$3,560.00	\$3,560.00	

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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