




125 West 55th St
New York, NY 10019

Contract # 26802458	Changes as of: 2/13/2020 at 5:35 PM	Version: Highlighting Revision 1
CPE: MBLM/MBLM/0128	Flight: 12/30/19 - 3/29/20	Station: GHP
Agency: ASSEMBLY	Advertiser: Mike Bloomberg 2020, Inc	Market: Harrisburg-Lebanon
711 Third Avenue	Product: MIKE BLOOMBERG 2020 INC	Office: WASHINGTON
3rd Floor	Agency Order #: 93576	Service: Nielsen
NEW YORK, NY 10017	Buyer: MAUREEN SHREEMAN	Primary Demo: Adults 35+
	Salesperson: BRADLEY PHILIPPS 202-955-5342	Assistant: BRADLEY PHILIPPS2 202-955-5342
	Separation:	
		Con Type: POLITICAL/VOTE
		Total \$: \$12,680.00
		Total Spots: 32
		Total CPP: \$227.24
		Total GRP: 55.8

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	HH Rating	HH Impression	Len	12/30 - 2/24									
										12/30	1/6	1/13	1/20	1/27	2/3	2/10	2/17		2/24
1	M-F 1p-2p		Peoples Court	\$100.00	1.1	11,670	1.6	11,280	30	0	0	0	0	0	0	0	3	0	
2	M-F 5p-6p		People's Court	\$60.00	1.4	14,970	1.8	12,980	30	0	0	0	0	0	0	0	2	0	
3	M-F 6p-6:30p		The Goldbergs	\$100.00	1.0	10,510	1.3	9,450	30	0	0	0	0	0	0	0	1	0	
4	M-F 6:30p-7p		The Goldbergs	\$100.00	1.2	13,050	1.5	10,860	30	0	0	0	0	0	0	0	2	0	
5	M-F 7p-7:30p		Big Bang Theory	\$800.00	2.6	27,700	3.3	23,480	30	0	0	0	0	0	0	0	5	0	
6	M-F 7:30p-8p		Big Bang Theory	\$800.00	3.0	31,840	3.7	26,300	30	0	0	0	0	0	0	0	5	0	
7	M-F 10p-10:35p		10P News on WLYH	\$300.00	1.5	5,520	0.7	4,800	30	0	0	0	0	0	0	0	2	0	
8	Tu-F 5p-6p		People's Court	\$120.00	1.4	14,970	1.8	12,980	60	0	0	0	0	0	0	0	3	0	
9	Tu-F 6p-6:30p		The Goldbergs	\$200.00	1.0	10,510	1.3	9,450	60	0	0	0	0	0	0	0	3	0	
10	Tu-F 6:30p-7p		The Goldbergs	\$200.00	1.2	13,050	1.5	10,860	60	0	0	0	0	0	0	0	3	0	
11	Tu-F 10p-10:35p		10P News on WLYH	\$600.00	1.5	5,520	0.7	4,800	60	0	0	0	0	0	0	0	3	0	
TOTALS:										0	0	0	0	0	0	0	32	0	



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	Separation:		

#	Day/Time	DP	Program	Rate	A35P Rating	A35P Impression	HH Rating	HH Impression	Len	3/2 - 3/23				Total Spots	Total \$	CPP*	GRP*
										3/2	3/9	3/16	3/23				
1	M-F 1p-2p		Peoples Court	\$100.00	1.1	11,670	1.6	11,280	30	0	0	0	0	3	\$300.00	\$90.91	3.3
2	M-F 5p-6p		People's Court	\$60.00	1.4	14,970	1.8	12,980	30	0	0	0	0	2	\$120.00	\$42.86	2.8
3	M-F 6p-6:30p		The Goldbergs	\$100.00	1.0	10,510	1.3	9,450	30	0	0	0	0	1	\$100.00	\$100.00	1.0
4	M-F 6:30p-7p		The Goldbergs	\$100.00	1.2	13,050	1.5	10,860	30	0	0	0	0	2	\$200.00	\$83.33	2.4
5	M-F 7p-7:30p		Big Bang Theory	\$800.00	2.6	27,700	3.3	23,480	30	0	0	0	0	5	\$4,000.00	\$307.69	13.0
6	M-F 7:30p-8p		Big Bang Theory	\$800.00	3.0	31,840	3.7	26,300	30	0	0	0	0	5	\$4,000.00	\$266.67	15.0
7	M-F 10p-10:35p		10P News on WLYH	\$300.00	1.5	5,520	0.7	4,800	30	0	0	0	0	2	\$600.00	\$200.00	3.0
8	Tu-F 5p-6p		People's Court	\$120.00	1.4	14,970	1.8	12,980	60	0	0	0	0	3	\$360.00	\$85.71	4.2
9	Tu-F 6p-6:30p		The Goldbergs	\$200.00	1.0	10,510	1.3	9,450	60	0	0	0	0	3	\$600.00	\$200.00	3.0
10	Tu-F 6:30p-7p		The Goldbergs	\$200.00	1.2	13,050	1.5	10,860	60	0	0	0	0	3	\$600.00	\$166.67	3.6
11	Tu-F 10p-10:35p		10P News on WLYH	\$600.00	1.5	5,520	0.7	4,800	60	0	0	0	0	3	\$1,800.00	\$400.00	4.5
TOTALS:										0	0	0	0	32	\$12,680.00	\$227.24	55.8



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		Total GRP: 55.8

Special Instructions	
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Competitive Information	
Market Budget:	\$317,000
GHP Share:	4%
Comment:	
Unknown:	96%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	32	\$12,680.00	\$227.24	55.8
Total	100%	32	\$12,680.00	\$227.24	55.8

Monthly Summary		
Month	Spots	Dollars
2020-Jan	0	\$0.00
2020-Feb	32	\$12,680.00
2020-Mar	0	\$0.00
Total	32	\$12,680.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	2/13/20 5:39 PM					\$0	\$0	
Revision	2/13/20 5:35 PM	BRADLEY PHILIPPS	Revised			\$0	\$12,680.00	Changes: Origoffice Id to 105, Office from DETROIT to WASHINGTON.
New	2/13/20 5:35 PM	BRADLEY PHILIPPS	New	32		\$12,680.00	\$12,680.00	

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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