KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract #	25234198	**Changes as of:**	10/18/2016 at 4:13 PM	**Version:**	Current State Version 3		
CPE:	497/923/7095	**Flight:**	10/11/16 - 10/17/16	**Station:**	WTXL	**Total $:**	$3,710.00
Agency:	NATIONAL MEDIA RESEARCH PLANNING	**Advertiser:**	Consumers for Smart Solar	**Market:**	Tallahassee	**Total Spots:**	16
	815 SLATERS LANE	**Product:**	Consumers for Smart Solar	**Office:**	PHILADELPHIA	**Total CPP:**	$74.20
	ALEXANDRIA, VA 22314	**Agency Order #:**	5159137	**Primary Demo:**	Adults 35-64	**Total GRP:**	50.0
		Buyer:	MediaAssistant, NMRPP	**Con Type:**	POLITICAL/VOTE	**Traffic #:**	62826
		Salesperson:	JONATHAN VITTI 212-373-8256	**Assistant:**	DEANA PEREZ 212-373-8269	**Separation:**	

Comments: See line 5 for 1x restored 10/14

#	Day/Time	DP	Program	Rate	A3564 Rating	Len	10/11 - 10/17								Total Spots	Total $	CPP	GRP
							10/11	10/12	10/13	10/14	10/15	10/16	10/17					
REV+ 5	Tu-F,M 7p-7:30p		INSIDE EDITION	$150.00	2.8	30	1	0	1	1 ▶ 2	0	0	0	.	4	$600.00	$53.57	11.2
	1x na 10/12 and 10/17 10/18: restored 1x 10/14 that ran																	
						TOTALS:	**3**	**2**	**3**	**4**	**2**	**0**	**2**		**16**	**$3,710.00**	**$74.20**	**50.0**

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Agency:	NATIONAL MEDIA RESEARCH PLANNING	**Advertiser:**	Consumers for Smart Solar	**Market:**	Tallahassee	**Total Spots:**	16
	815 SLATERS LANE	**Product:**	Consumers for Smart Solar	**Office:**	PHILADELPHIA	**Total CPP:**	$74.20
	ALEXANDRIA, VA 22314	**Agency Order #:**	5159137	**Primary Demo:**	Adults 35-64	**Total GRP:**	50.0
		Buyer:	MediaAssistant, NMRPP	**Con Type:**	POLITICAL/VOTE	**Traffic #:**	62826
		Salesperson:	JONATHAN VITTI 212-373-8256	**Assistant:**	DEANA PEREZ 212-373-8269	**Separation:**	

Special Instructions	

Order Level Comments

Date/Time	Added by	Comment
10/18/16 4:08 PM	JONATHAN VITTI	See line 5 for 1x restored 10/14
10/18/16 10:10 AM	Ronda Drago	LINE 5 RESTORE 1X ON 10/14 (10/12 WAS NA SPOT WAS MOVED TO 10/14) THANK YOU
10/17/16 6:40 PM	JONATHAN VITTI	Will MG spots na on line 5 on different estimate
10/14/16 12:19 PM	Ronda Drago	LINE 5 1X NA 10/121X NA 10/17 OFFER 1X SAT 10/15 12P-330P COLLEGE FTBL @ $300 PLS ADV ASAP THANK YOU
06/24/16 1:24 PM	System	Notice Received.
06/24/16 12:31 PM	JONATHAN VITTI	Separation: 30

Competitive Information

Market Budget:	$18,550
WTXL Share:	20%
Comment:	
ETWC:	2%
WCTV:	61%
WTLF:	1%
WTWC:	16%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	16	$3,710.00	$74.20	50.0
Total	**100%**	**16**	**$3,710.00**	**$74.20**	**50.0**

Monthly Summary

Month	Spots	Dollars
2016-Oct	16	$3,710.00
Total	**16**	**$3,710.00**

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	$ Chg	Contract $	Comment
Revision	10/18/16 4:08 PM	JONATHAN VITTI	Revised	1		$150.00	$3,710.00	Changes: Total Spots from 15 to 16, Calculated Dollars from $3,560.00 to $3,710.00, Total GRPs from 47.2 to 50.0, Total CPP from $75.42 to $74.20, Competitive Market Budget from $17,800 to $18,550, User Entered $ from $3,560.00 to $3,710.00, Comments from Will MG spots na on line 5 on different estimate to See line 5 for 1x restored 10/14, Total $ from $3,560.00 to $3,710.00. 1 buyline added or modified.
Makegood 2	10/18/16 10:10 AM	Ronda Drago	Confirmed			$0	$3,560.00	Changes: Total GIMPs from 53 to 47, Total CPM from $73,106.06 to $75,423.73.
Revision	10/17/16 6:40 PM	JONATHAN VITTI	Confirmed		2	$-300.00	$3,560.00	Changes: Total Spots from 17 to 15, Calculated Dollars from $3,860.00 to $3,560.00, Total GRPs from 52.8 to 47.2, Total CPP from $73.11 to $75.42, Competitive Market Budget from $19,300 to $17,800, User Entered $ from $0.00 to $3,560.00, Comments from Separation: 30 to Will MG spots na on line 5 on different estimate, Total $ from $3,860.00 to $3,560.00. 1 buyline added or modified.
Makegood 1	10/14/16 12:19 PM	Ronda Drago	Confirmed			$0	$3,860.00	Changes: Total GIMPs to 53, Total CPM from $0.00 to $73,106.06.
Queued for Electronic Contracting	6/24/16 1:24 PM					$0	$0	
New	6/24/16 12:31 PM	JONATHAN VITTI	Confirmed	17		$3,860.00	$3,860.00	

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Contract #	25234198	**Changes as of:**	10/18/2016 at 4:13 PM	**Version:**	Current State Version 3		
CPE:	497/923/7095	**Flight:**	10/11/16 - 10/17/16	**Station:**	WTXL	**Total $:**	$3,710.00
Agency:	NATIONAL MEDIA RESEARCH PLANNING	**Advertiser:**	Consumers for Smart Solar	**Market:**	Tallahassee	**Total Spots:**	16
	815 SLATERS LANE	**Product:**	Consumers for Smart Solar	**Office:**	PHILADELPHIA	**Total CPP:**	$74.20
	ALEXANDRIA, VA 22314	**Agency Order #:**	5159137	**Primary Demo:**	Adults 35-64	**Total GRP:**	50.0
		Buyer:	MediaAssistant, NMRPP	**Con Type:**	POLITICAL/VOTE	**Traffic #:**	62826
		Salesperson:	JONATHAN VITTI 212-373-8256	**Assistant:**	DEANA PEREZ 212-373-8269	**Separation:**	

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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New York, NY 10019

Contract #	25234200	**Changes as of**	10/18/2016 at 4 13 PM	**Version:**	Highlighting Revision 2		
CPE:	497/923/7096	**Flight:**	10/18/16 - 10/24/16	**Station:**	WTXL	**Total $:**	$4,160.00
Agency:	NATIONAL MEDIA RESEARCH PLANNING	**Advertiser:**	Consumers for Smart Solar	**Market:**	Tallahassee	**Total Spots:**	18
	815 SLATERS LANE	**Product:**	Consumers for Smart Solar	**Office:**	PHILADELPHIA	**Total CPP:**	$74.82
	ALEXANDRIA, VA 22314	**Agency Order #:**	5159245	**Primary Demo:**	Adults 35-64	**Total GRP:**	55.6
		Buyer:	MediaAssistant, NMRPP	**Con Type:**	POLITICAL/VOTE	**Traffic #:**	62829
		Salesperson:	JONATHAN VITTI 212-373-8256	**Assistant:**	DEANA PEREZ 212-373-8269	**Separation:**	

Comments: See lines 5 and 8

#	Day/Time	DP	Program	Rate	A3564 Rating	Len	10/18 - 10/24							Total Spots	Total $	CPP	GRP
							10/18	10/19	10/20	10/21	10/22	10/23	10/24				
REV+ 5	Tu-F,M 7p-7:30p		INSIDE EDITION	$150.00	2.8	30	1	1	1	1	0	0	1 ▶ 2	6	$900.00	$53.57	16.8
	1x added Monday 10/24																
REV- 8	Sa 12n-3:30p		College Football	$300.00	4.0	30	0	0	0	0	1 ▶ 0	0	0	0	$0.00	$75.00	0.0
	MKGD added from 2x missed at $150 on previous order. 10/18: Spot cancelled 1x SA 10/122																
						TOTALS:	**3**	**3**	**3**	**3**	**2**	**0**	**4**	**18**	**$4,160.00**	**$74.82**	**55.6**

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Contract #	25234200	**Changes as of:**	10/18/2016 at 4 13 PM	**Version:**	Highlighting Revision 2		
CPE:	497/923/7096	**Flight:**	10/18/16 - 10/24/16	**Station:**	WTXL	**Total $:**	$4,160.00
Agency:	NATIONAL MEDIA RESEARCH PLANNING	**Advertiser:**	Consumers for Smart Solar	**Market:**	Tallahassee	**Total Spots:**	18
	815 SLATERS LANE	**Product:**	Consumers for Smart Solar	**Office:**	PHILADELPHIA	**Total CPP:**	$74.82
	ALEXANDRIA, VA 22314	**Agency Order #:**	5159245	**Primary Demo:**	Adults 35-64	**Total GRP:**	55.6
		Buyer:	MediaAssistant, NMRPP	**Con Type:**	POLITICAL/VOTE	**Traffic #:**	62829
		Salesperson:	JONATHAN VITTI 212-373-8256	**Assistant:**	DEANA PEREZ 212-373-8269	**Separation:**	

Special Instructions	

Order Level Comments

Date/Time	Added by	Comment
10/18/16 4:13 PM	JONATHAN VITTI	See lines 5 and 8
10/17/16 6:42 PM	JONATHAN VITTI	See line 8 for spot added
06/24/16 1:26 PM	System	Notice Received.
06/24/16 12:31 PM	JONATHAN VITTI	Separation: 30

Competitive Information

Market Budget:	**$20,800**
WTXL Share:	**20%**
Comment:	
ETWC:	**2%**
WCTV:	**61%**
WTLF:	**1%**
WTWC:	**16%**

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	18	$4,160.00	$74.82	55.6
Total	**100%**	**18**	**$4,160.00**	**$74.82**	**55.6**

Monthly Summary

Month	Spots	Dollars
2016-Oct	18	$4,160.00
Total	**18**	**$4,160.00**

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	$ Chg	Contract $	Comment
Revision	10/18/16 4:13 PM	JONATHAN VITTI	Revised			$-150.00	$4,160.00	Changes: Calculated Dollars from $4,310.00 to $4,160.00, Total GRPs from 56.8 to 55.6, Total CPP from $75.88 to $74.82, Competitive Market Budget from $21,550 to $20,800, User Entered $ from $4,310.00 to $4,160.00, Total $ from $4,310.00 to $4,160.00, Comments from See line 8 for spot added to See lines 5 and 8. 2 buylines added or modified.
Revision	10/17/16 6:42 PM	JONATHAN VITTI	Confirmed	1		$300.00	$4,310.00	Changes: Total Spots from 17 to 18, Calculated Dollars from $4,010.00 to $4,310.00, Total GRPs from 52.8 to 56.8, Total CPP from $75.95 to $75.88, Competitive Market Budget from $19,300 to $21,550, User Entered $ from $0.00 to $4,310.00, Comments from Separation: 30 to See line 8 for spot added, Total $ from $4,010.00 to $4,310.00. 1 buyline added or modified.
Queued for Electronic Contracting	6/24/16 1:24 PM					$0	$0	
New	6/24/16 12:31 PM	JONATHAN VITTI	Confirmed	17		$4,010.00	$4,010.00	

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