KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract #	25319665	**Changes as of:**	10/14/2016 at 12:37 PM	**Version:**	Highlighting Revision 2
CPE:	521/962/7997	**Flight:**	10/18/16 - 10/24/16	**Station:**	WTXL
Agency:	AMER MEDIA & ADVOCACY GROUP	**Advertiser:**	TRUMP, DONALD	**Market:**	Tallahassee
	815 SLATERS LANE	**Product:**	Florida	**Office:**	WASHINGTON
	ALEXANDRIA, VA 22314	**Agency Order #:**	5429115	**Primary Demo:**	Adults 18+
		Buyer:	MediaAssistant, AMAG	**Con Type:**	POLITICAL/VOTE
		Salesperson:	JONATHAN VITTI 212-373-8256	**Assistant:**	KENNETH MIELE 212-373-8113

Total $: $7,385.00
Total Spots: 64
Total CPP: $68.44
Total GRP: 107.9
Traffic #: 64143
Separation:

Comments: SEE LINES FOR ALL RATES ADJUSTED TO MATCH HFA...ADDED MKGDS AS WELL FOR LEFTOVER $$$$

#	Day/Time	DP	Program	Rate	A18P Rating	Len	10/18	10/19	10/20	10/21	10/22	10/23	10/24	Total Spots	Total $	CPP	GRP
							10/18 - 10/24										
2	Tu-F,M 4:30p-5p		JUDGE JUDY	$20.00	1.4	30	0	1	1	1	0	0	1	4	$80.00	$14.29	5.6
	adjusted rate to match HFA *Changes: Rate from 50 to 20*																
4	Tu-F,M 7p-7:30p		INSIDE EDITION	$70.00	2.3	30	0	1	1	1	0	0	1	4	$280.00	$30.43	9.2
	adjusted rate to match HFA *Changes: Rate from 110 to 70*																
REV+ 5	Sa 3:30p-7p		ABC COLLEGE FOOTBALL LATE GAME	$300.00	6.2	30	0	0	0	0	1▶2	0	0	2	$600.00	$48.39	12.4
	ADDED 1X INTO SA 10/22 330-7P																
6	Tu-F,M 7:30p-8p		JUDGE JUDY	$90.00	2.4	30	1	1	1	0	0	0	1	4	$360.00	$37.50	9.6
	adjusted rate to match HFA *Changes: Rate from 130 to 90*																
8	Tu-F,M 6p-6:30p		ABC 27NW-6:00	$55.00	1.3	30	1	1	1	1	0	0	1	5	$275.00	$42.31	6.5
	adjusted rate to match HFA *Changes: Rate from 85 to 55*																
REV+ 10	Tu-F,M 11p-11:35p		ABC 27NW-11:00<	$65.00	0.9	30	1	1	1▶2	1	0	0	1	6	$390.00	$72.22	5.4
	1X ADDED TH 10/20																
12	Tu-F,M 7a-9a		GD MRN AMR-ABC	$50.00	1.1	30	1	1	1	1	0	0	1	5	$250.00	$45.45	5.5
	adjusted rates to match HFA *Changes: Rate from 85 to 50*																
13	Tu-F,M 5:30p-6p		ABC 27-NW-5:30	$25.00	0.9	30	1	1	1	1	0	0	1	5	$125.00	$27.78	4.5
	adjusted rate to match HFA *Changes. Rate from 75 to 25*																
14	Tu-F,M 5p-5:30p		ABC 27-NW-5:00	$25.00	0.9	30	1	1	1	1	0	0	1	5	$125.00	$27.78	4.5
	adjusted rate to match HFA *Changes: Rate from 75 to 25*																
REV+ 19	M 8p-10p		DWTS	$500.00	3.4	30	0	0	0	0	0	0	1▶2	2	$1,000.00	$147.06	6.8
	1x added into DWTS 10/24																
REV+ 20	F 8p-9p		LAST MAN STANDING/DR. KEN	$400.00	1.9	30	0	0	0	1▶2	0	0	0	2	$800.00	$210.53	3.8
	1X ADDED 10/21																
						TOTALS:	**8**	**10**	**13**	**14**	**5**	**2**	**12**	**64**	**$7,385.00**	**$68.44**	**107.9**

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Total GRP:	107.9
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Separation:	

Special Instructions	

Order Level Comments

Date/Time	Added by	Comment
10/14/16 12:37 PM	JONATHAN VITTI	SEE LINES FOR ALL RATES ADJUSTED TO MATCH HFA...ADDED MKGDS AS WELL FOR LEFTOVER $$$$
10/13/16 1:02 PM	JONATHAN VITTI	See mkgds on lines 11 and 22 for spot na on line 15 due to debate
10/13/16 11:49 AM	Ronda Drago	PLS ADV ON MG OFFER FOR LINE 15 THANK YOU
10/07/16 2:09 PM	Ronda Drago	In 15 NA DUE TO DEBATE OFFER 1X SUN 10/23 7P-8P AFV
09/28/16 9:26 AM	System	Notice Received.
09/27/16 6:04 PM	JONATHAN VITTI	Separation: 30

Competitive Information

Market Budget:	$52,750
WTXL Share:	14%
Comment:	
ETWC:	3%
WCTV:	74%
WTWC:	9%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	64	$7,385.00	$68.44	107.9
Total	**100%**	**64**	**$7,385.00**	**$68.44**	**107.9**

Monthly Summary

Month	Spots	Dollars
2016-Oct	64	$7,385.00
Total	**64**	**$7,385.00**

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	$ Chg	Contract $	Comment
Revision	10/14/16 12:37 PM	JONATHAN VITTI	Revised	4		$0	$7,385.00	Changes: Total CPP from $77.33 to $68.44, Total Spots from 60 to 64, Total GRPs from 95.5 to 107.9, Comments from See mkgds on lines 11 and 22 for spot na on line 15 due to debate to SEE LINES FOR ALL RATES ADJUSTED TO MATCH HFA...ADDED MKGDS AS WELL FOR LEFTOVER $$$$. 11 buylines added or modified.
Revision	10/13/16 1:02 PM	JONATHAN VITTI	Confirmed	2		$0	$7,385.00	Changes: Total Spots from 58 to 60, Total GRPs from 92.5 to 95.5, Total CPP from $79.84 to $77.33, Comments from Separation: 30 to See mkgds on lines 11 and 22 for spot na on line 15 due to debate, User Entered $ from $0.00 to $7,385.00. 3 buylines added or modified.
Makegood 2	10/13/16 11:49 AM	Ronda Drago	Confirmed			$0	$7,385.00	
Makegood 1	10/7/16 2:09 PM	Ronda Drago	Confirmed			$0	$7,385.00	Changes: Total GIMPs from 0 to 93, Total CPM from $0.00 to $79,837.84.
Queued for Electronic Contracting	9/28/16 9:26 AM					$0	$0	
New	9/27/16 6:04 PM	JONATHAN VITTI	Confirmed	58		$7,385.00	$7,385.00	

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.