KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract #	25317900	**Changes as of:**	9/30/2016 at 5 52 PM	**Version:**	Highlighting Revision 1
CPE:	521/962/7944	**Flight:**	10/4/16 - 10/10/16	**Station:**	WTXL
Agency:	AMER MEDIA & ADVOCACY GROUP 815 SLATERS LANE ALEXANDRIA, VA 22314	**Advertiser:**	TRUMP, DONALD	**Market:**	Tallahassee
		Product:	Florida	**Office:**	WASHINGTON
		Agency Order #:	5424286	**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: 62
Total CPP: $70.07
Total GRP: 105.4
Traffic #: 64042
Separation:

Comments: See lines 1,3,4,5,9,12,18,19,20 for rate revisions. See make-good lines 22-24 added.

#	Day/Time	DP	Program	Rate	A18P Rating	Len	10/4 - 10/10								Total Spots	Total $	CPP	GRP
							10/4	10/5	10/6	10/7	10/8	10/9	10/10					
1	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
	rate adjusted down to match HFA *Changes: Rate from 50 to 20*																	
3	Sa 3:30p-7p		ABC COLLEGE FOOTBALL LATE GAME	$200.00	6.2	30	0	0	0	0	1	0	0		1	$200.00	$32.26	6.2
	rate adjusted down to match HFA *Changes: Rate from 300 to 200*																	
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
	rate adjusted down to match HFA *Changes: Rate from 110 to 70*																	
5	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
	rate adjusted down to match HFA *Changes: Rate from 130 to 90*																	
9	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
	rate adjusted down to match HFA *Changes: Rate from 85 to 50*																	
12	Th 8p-9p		GREY ANTMY-ABC	$350.00	3.8	30	0	0	1	0	0	0	0		1	$350.00	$92.11	3.8
	rate adjusted down to match HFA *Changes: Rate from 500 to 350*																	
18	Tu-F,M 5p-5:30p		ABC 27-NW-5:00	$40.00	0.9	30	1	1	1	1	0	0	1		5	$200.00	$44.44	4.5
	rate adjusted down to match HFA *Changes: Rate from 75 to 40*																	
19	Tu-F,M 5:30p-6p		ABC 27-NW-5:30	$40.00	0.9	30	1	1	1	1	0	0	1		5	$200.00	$44.44	4.5
	rate adjusted down to match HFA *Changes: Rate from 75 to 40*																	
20	Tu-F,M 6p-6:30p		ABC 27NW-6:00	$60.00	1.3	30	1	1	1	1	0	0	1		5	$300.00	$46.15	6.5
	rate adjusted down to match HFA *Changes: Rate from 85 to 60*																	
REV+ 22	Sa 12n-3:30p		ABC College Football	$300.00	4.0	30	0▶0	0▶0	0▶0	0▶0	0▶1	0▶0	0▶0		1	$300.00	$75.00	4.0
	added MG																	
REV+ 23	Sa 8p-11:30p		ABC College Football	$500.00	4.0	30	0▶0	0▶0	0▶0	0▶0	0▶2	0▶0	0▶0		2	$1,000.00	$125.00	8.0
	added mkgds																	
REV+ 24	M-F 5p-6p		NEWS	$40.00	0.9	30	0▶0	0▶0	0▶0	0▶0	0▶0	0▶0	0▶1		1	$40.00	$44.44	0.9
	ADDED MG																	
						TOTALS:	8	11	11	12	6	2	12		62	$7,385.00	$70.07	105.4

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Contract #	25317900	**Changes as of:**	9/30/2016 at 5:52 PM	**Version:**	Highlighting Revision 1		
CPE:	521/962/7944	**Flight:**	10/4/16 - 10/10/16	**Station:**	WTXL	**Total $:**	$7,385.00
Agency:	AMER MEDIA & ADVOCACY GROUP 815 SLATERS LANE ALEXANDRIA, VA 22314	**Advertiser:**	TRUMP, DONALD	**Market:**	Tallahassee	**Total Spots:**	62
		Product:	Florida	**Office:**	WASHINGTON	**Total CPP:**	$70.07
		Agency Order #:	5424286	**Primary Demo:**	Adults 18+	**Total GRP:**	105.4
		Buyer:	MediaAssistant, AMAG	**Con Type:**	POLITICAL/VOTE	**Traffic #:**	64042
		Salesperson:	JONATHAN VITTI 212-373-8256	**Assistant:**	KENNETH MIELE 212-373-8113	**Separation:**	

Special Instructions	

Order Level Comments

Date/Time	Added by	Comment
09/30/16 5:52 PM	JONATHAN VITTI	See lines 1,3,4,5,9,12,18,19,20 for rate revisions. See make-good lines 22-24 added.
09/24/16 7:41 PM	System	Notice Received.
09/23/16 6:20 PM	JONATHAN VITTI	Separation: 30

Competitive Information

Market Budget:	**$52,750**
WTXL Share:	**14%**
Comment:	
ETWC:	**4%**
WCTV:	**73%**
WTWC:	**9%**

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	62	$7,385.00	$70.07	105.4
Total	**100%**	**62**	**$7,385.00**	**$70.07**	**105.4**

Monthly Summary

Month	Spots	Dollars
2016-Oct	62	$7,385.00
Total	**62**	**$7,385.00**

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	$ Chg	Contract $	Comment
Revision	9/30/16 5:52 PM	JONATHAN VITTI	Revised	4		$0	$7,385.00	Changes: Total CPP from $79.84 to $70.07, Competitive Market Budget from $54,393 to $52,750, Total Spots from 58 to 62, Total GRPs from 92.5 to 105.4, Comments from Separation: 30 to See lines 1,3,4,5,9,12,18,19,20 for rate revisions. See make-good lines 22-24 added. , User Entered $ from $0.00 to $7,385.00. 12 buylines added or modified.
Queued for Electronic Contracting	9/24/16 7:40 PM					$0	$0	
New	9/23/16 6:20 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.