KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract #	25317900	**Changes as of:**	10/3/2016 at 5 40 PM	**Version:**	Current State Version 4
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 $: $9,385.00
Total Spots: 62
Total CPP: $89.55
Total GRP: 104.8
Traffic #: 64042
Separation:

Comments: See line 15...1x moved to air on line 23 at $1,500. They had initially bought 1x in this game at $500 so took the rate up to $2,500 on line 23 since its now an FSU game.

#	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				
REV- 15	Sa 8p-11:30p		ABC COLLEGE FOOTBALL	$500.00	3.4	30	0	0	0	0	1 ▶ 0	0	0	0	$0.00	$147.06	0.0
	1x moved to air on line 23 at $1,500. They had initially bought 1x in this game at $500 so took the rate up to $2,500 on line 23 since its now an FSU game.																
						TOTALS:	**8**	**11**	**11**	**12**	**4**	**2**	**14**	**62**	**$9,385.00**	**$89.55**	**104.8**

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Special Instructions	

Order Level Comments

Date/Time	Added by	Comment
10/03/16 5:39 PM	JONATHAN VITTI	See line 15...1x moved to air on line 23 at $1,500. They had initially bought 1x in this game at $500 so took the rate up to $2,500 on line 23 since its now an FSU game.
10/03/16 1:21 PM	Ronda Drago	PLEASE ADVISE ON LINE 15 NEED RATE $2500
10/03/16 1:08 PM	JONATHAN VITTI	See line 14 for 2x added Monday 10/10 See line 23 for 1x changed to $2500 for FSU Game
10/03/16 11:11 AM	Ronda Drago	LINE 15 10/8 NEED RATE $2500 PER M GERMAN THIS IS AN FSU GAME
10/03/16 11:11 AM	Ronda Drago	LN 23 2X 10/8 NEED RATE $2500 EACH TO CLEAR PER MICHAEL GERMAN PLS ADV
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:	**$67,036**
WTXL Share:	**14%**
Comment:	
ETWC:	**4%**
WCTV:	**73%**
WTWC:	**9%**

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	62	$9,385.00	$89.55	104.8
Total	**100%**	**62**	**$9,385.00**	**$89.55**	**104.8**

Monthly Summary

Month	Spots	Dollars
2016-Oct	62	$9,385.00
Total	**62**	**$9,385.00**

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	$ Chg	Contract $	Comment
Revision	10/3/16 5:39 PM	JONATHAN VITTI	Revised		1	$-500.00	$9,385.00	Changes: Total Spots from 63 to 62, Calculated Dollars from $9,885.00 to $9,385.00, Total GRPs from 108.2 to 104.8, Total CPP from $91.36 to $89.55, Competitive Market Budget from $70,607 to $67,036, User Entered $ from $9,885.00 to $9,385.00, Comments from See line 14 for 2x added Monday 10/10 See line 23 for 1x changed to $2500 for FSU Game to See line 15...1x moved to air on line 23 at $1,500. They had initially bought 1x in this game at $500 so took the rate up to $2,500 on line 23 since its now an FSU game., Total $ from $9,885.00 to $9,385.00. 1 buyline added or modified.
Makegood 3	10/3/16 1:21 PM	Ronda Drago	Confirmed			$0	$9,885.00	Changes: Total GIMPs from 105 to 108, Total CPM from $70,066.41 to $91,358.60.
Revision	10/3/16 1:08 PM	JONATHAN VITTI	Confirmed	1		$2,500.00	$9,885.00	Changes: Total Spots from 62 to 63, Calculated Dollars from $7,385.00 to $9,885.00, Total GRPs from 105.4 to 108.2, Total CPP from $70.07 to $91.36, Competitive Market Budget from $52,750 to $70,607, User Entered $ from $7,385.00 to $9,885.00, Comments from See lines 1,3,4,5,9,12,18,19,20 for rate revisions. See make-good lines 22-24 added. to See line 14 for 2x added Monday 10/10 See line 23 for 1x changed to $2500 for FSU Game, Total $ from $7,385.00 to $9,885.00. 2 buylines added or modified.
Makegood 2	10/3/16 11:11 AM	Ronda Drago	Confirmed			$0	$7,385.00	
Makegood 1	10/3/16 11:11 AM	Ronda Drago	Confirmed			$0	$7,385.00	Changes: Total GIMPs from 0 to 105, Total CPM from $0.00 to $70,066.41.

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Traffic #:	64042
Separation:	

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	$ Chg	Contract $	Comment
Revision	9/30/16 5:52 PM	JONATHAN VITTI	Confirmed	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.