KATZ TELEVISION GROUP

125 West 55th St
New York, NY 10019

Contract # 25345870 **Changes as of:** 11/3/2016 at 8:57 PM **Version:** Highlighting Revision 2

CPE: **Flight:** 11/2/16 - 11/7/16 **Station:** WIVB **Total $:** $68,250.00

Agency: MARK GUMA COMMUNICAT MARK GUMA COMMUNICATIONS INC 211 WEST 107TH ST #2E NEW YORK NY 10025 **Advertiser:** Ceretto, John **Market:** Buffalo-Niagara Falls **Total Spots:** 161

Product: Ceretto/NY House **Office:** WASHINGTON **Total CPP:** $0.00

Agency Order #: **Primary Demo:** Adults 35+ **Total GRP:**

Buyer: MARK GUMA **Con Type:** POLITICAL/VOTE **Traffic #:** 963048

Salesperson: JENNA NUBAR 202-872-5880 **Assistant:** ANJELICA DAVI 212-408-3261 **Separation:**

Comments: Adding $2125 to sked as MG for past contract

#	Day/Time	DP	Program	Rate	A35P Rating	Len	11/2 - 11/7			Total Spots	Total $	CPP	GRP
							11/2	11/7					
1	M,W-F 5a-5:30a		early wake up	$175.00	0.0	30	3	1		4	$700.00	$0.00	0.0
2	M,W-F 5:30a-6a		early wake up	$175.00	0.0	30	3	1		4	$700.00	$0.00	0.0
3	M,W-F 6a-7a		wake up	$300.00	0.0	30	6	2		8	$2,400.00	$0.00	0.0
4	M,W-F 7a-9a		cbs this morning	$150.00	0.0	30	14	2		16	$2,400.00	$0.00	0.0
5	Sa 6a-8a		sat weekend wake up	$150.00	0.0	30	4	0		4	$600.00	$0.00	0.0
6	Sa 7a-8a		sat weekend wake up	$150.00	0.0	30	4	0		4	$600.00	$0.00	0.0
7	Sa 8a-10a		sat morning	$175.00	0.0	30	4	0		4	$700.00	$0.00	0.0
8	Su 6a-8a		sunday wake up	$125.00	0.0	30	4	0		4	$500.00	$0.00	0.0
9	Su 6a-8a		sunday wake up	$125.00	0.0	30	2	0		2	$250.00	$0.00	0.0
10	Su 9a-10:30a		cbs sunay morning	$400.00	0.0	30	2	0		2	$800.00	$0.00	0.0
11	M,W-F 9a-10a		rachel ray	$100.00	0.0	30	3	1		4	$400.00	$0.00	0.0
REV- 12	M,W-F 10a-11a		lets make a deal	$450.00	0.0	30	3 ▶ 2	1		3	$1,350.00	$0.00	0.0
13	M,W-F 3p-4p		wendy williams	$50.00	0.0	30	3	1		4	$200.00	$0.00	0.0
14	M,W-F 11a-12n		price is right	$550.00	0.0	30	3	1		4	$2,200.00	$0.00	0.0
15	M,W-F 12n-12:30p		noon news	$350.00	0.0	30	3	1		4	$1,400.00	$0.00	0.0
REV- 16	M,W-F 12:30p-1:30p		young & the resltess	$225.00	0.0	30	3 ▶ 1	1		2	$450.00	$0.00	0.0
REV- 17	M,W-F 1:30p-2p		bold & beautiful	$225.00	0.0	30	3 ▶ 2	1		3	$675.00	$0.00	0.0
REV- 18	M,W-F 2p-3p		the talk	$100.00	0.0	30	3 ▶ 2	1		3	$300.00	$0.00	0.0
19	M,W-F 3p-4p		wendy williams	$50.00	0.0	30	3	1		4	$200.00	$0.00	0.0

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MARK GUMA COMMUNICATIONS INC 211 WEST 107TH ST #2E NEW YORK NY 10025 **Product:** Ceretto/NY House **Office:** WASHINGTON **Total CPP:** $0.00

Agency Order #: **Primary Demo:** Adults 35+ **Total GRP:**

Buyer: MARK GUMA **Con Type:** POLITICAL/VOTE **Traffic #:** 963048

Salesperson: JENNA NUBAR 202-872-5880 **Assistant:** ANJELICA DAVI 212-408-3261 **Separation:**

#	Day/Time	DP	Program	Rate	A35P Rating	Len	11/2 - 11/7			Total Spots	Total $	CPP	GRP
							11/2	11/7					
REV- 20	M,W-F 4p-5p		news	$125.00	0.0	30	6 ▶ 3	2		5	$625.00	$0.00	0.0
21	M,W-F 5p-6p		news	$650.00	0.0	30	6	2		8	$5,200.00	$0.00	0.0
REV- 22	M,W-F 6p-6:30p		news	$550.00	0.0	30	3 ▶ 0	1		1	$550.00	$0.00	0.0
23	M,W-F 6:30p-7p		news	$500.00	0.0	30	3	1		4	$2,000.00	$0.00	0.0
REV- 24	Su 6p-6:30p		news	$125.00	0.0	30	1 ▶ 0	0		0	$0.00	$0.00	0.0
REV- 25	Su 6:30p-7p		news	$400.00	0.0	30	1 ▶ 0	0		0	$0.00	$0.00	0.0
26	M,W-F 7p-7:30p		wheel of fortune	$500.00	0.0	30	3	1		4	$2,000.00	$0.00	0.0
27	M,W-F 7:30p-8p		jeopardy	$750.00	0.0	30	3	1		4	$3,000.00	$0.00	0.0
28	Sa 7p-7:30p		wheel of fortune	$225.00	0.0	30	1	0		1	$225.00	$0.00	0.0
29	Sa 7:30p-8p		jeopardy	$225.00	0.0	30	1	0		1	$225.00	$0.00	0.0
30	M,W-F 11p-11:35p		news	$450.00	0.0	30	3	1		4	$1,800.00	$0.00	0.0
31	Sa 11p-11:35p		news	$350.00	0.0	30	1	0		1	$350.00	$0.00	0.0
32	Su 11p-11:35p		news	$350.00	0.0	30	1	0		1	$350.00	$0.00	0.0
33	M,W-F 11:35p-12:37a		stephen colbert	$125.00	0.0	30	6	2		8	$1,000.00	$0.00	0.0
34	M 8p-9p		kevin can wait/ man with a plan	$1,350.00	0.0	30	0	1		1	$1,350.00	$0.00	0.0
35	M 9p-10p		2 broke girls/ odd couple	$1,350.00	0.0	30	0	1		1	$1,350.00	$0.00	0.0
36	M 10p-11p		scorpion	$650.00	0.0	30	0	1		1	$650.00	$0.00	0.0
37	W 8p-9p		survivor	$1,850.00	0.0	30	1	0		1	$1,850.00	$0.00	0.0
38	W 9p-10p		criminal minds	$1,500.00	0.0	30	1	0		1	$1,500.00	$0.00	0.0
39	W 10p-11p		code black	$550.00	0.0	30	2	0		2	$1,100.00	$0.00	0.0

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Agency: MARK GUMA COMMUNICAT **Advertiser:** Ceretto, John **Market:** Buffalo-Niagara Falls **Total Spots:** 161

MARK GUMA COMMUNICATIONS INC 211 WEST 107TH ST #2E NEW YORK NY 10025 **Product:** Ceretto/NY House **Office:** WASHINGTON **Total CPP:** $0.00

Agency Order #: **Primary Demo:** Adults 35+ **Total GRP:**

Buyer: MARK GUMA **Con Type:** POLITICAL/VOTE **Traffic #:** 963048

Salesperson: JENNA NUBAR 202-872-5880 **Assistant:** ANJELICA DAVI 212-408-3261 **Separation:**

#	Day/Time	DP	Program	Rate	A35P Rating	Len	11/2 - 11/7			Total Spots	Total $	CPP	GRP
							11/2	11/7					
40	Th 8p-9p		big bang theory/ great indoors	$2,250.00	0.0	30	1	0		1	$2,250.00	$0.00	0.0
41	Th 9p-10p		ife in pieces	$1,500.00	0.0	30	1	0		1	$1,500.00	$0.00	0.0
42	Th 10p-11p		pure genius	$950.00	0.0	30	1	0		1	$950.00	$0.00	0.0
43	F 8p-9p		MACGYVER	$750.00	0.0	30	1	0		1	$750.00	$0.00	0.0
44	F 9p-10p		Hawaii 5-0	$1,100.00	0.0	30	1	0		1	$1,100.00	$0.00	0.0
45	F 10p-11p		blue bloods	$2,500.00	0.0	30	1	0		1	$2,500.00	$0.00	0.0
46	Sa 8p-9p		crimetime	$300.00	0.0	30	2	0		2	$600.00	$0.00	0.0
47	Sa 9p-10p		crimetime	$300.00	0.0	30	2	0		2	$600.00	$0.00	0.0
REV- 48	Sa 10p-11p		48 hours	$450.00	0.0	30	2 ▶ 1	0		1	$450.00	$0.00	0.0
49	Su 7p-8p		60 minutes	$2,250.00	0.0	30	1	0		1	$2,250.00	$0.00	0.0
50	Su 8p-9p		NCIS: LA	$750.00	0.0	30	1	0		1	$750.00	$0.00	0.0
51	Su 9p-10p		Madam secretary	$750.00	0.0	30	1	0		1	$750.00	$0.00	0.0
52	Sa 11:30a-3p		College football notre Dame V. Navy	$200.00	0.0	30	4	0		4	$800.00	$0.00	0.0
53	Sa 11:30a-3p		college football	$200.00	0.0	30	2	0		2	$400.00	$0.00	0.0
54	Sa 3:30p-7p		college football	$200.00	0.0	30	4	0		4	$800.00	$0.00	0.0
55	Su 4:30p-7:30p		NFL Colts @ packers	$3,500.00	0.0	30	1	0		1	$3,500.00	$0.00	0.0
REV+ 56	M 8p-9p 2		Kevin Cain Wait/Man W/ plan	$2,250.00	0.0	30	0 ▶ 0	0 ▶ 1		1	$2,250.00	$0.00	0.0
REV+ 57	M 10p-11p 2		Scorpion	$1,750.00	0.0	30	0 ▶ 0	0 ▶ 1		1	$1,750.00	$0.00	0.0
REV+ 58	M 9p-10p 2		2 Broke Girls/Odd COuple	$2,250.00	0.0	30	0 ▶ 0	0 ▶ 1		1	$2,250.00	$0.00	0.0
REV+ 59	Su 11:35p-12:35a 2		Blue Bloods	$100.00	0.0	30	0 ▶ 1	0 ▶ 0		1	$100.00	$0.00	0.0
						TOTALS:	129	32		161	$68,250.00	$0.00	0.0

11/4

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CPE:		**Flight:**	11/2/16 - 11/7/16	**Station:**	WIVB
Agency:	MARK GUMA COMMUNICAT	**Advertiser:**	Ceretto, John	**Market:**	Buffalo-Niagara Falls
	MARK GUMA COMMUNICATIONS INC 211 WEST 107TH ST #2E NEW YORK NY 10025	**Product:**	Ceretto/NY House	**Office:**	WASHINGTON

Total $:	$68,250.00	**Total Spots:**	161	**Total CPP:**	$0.00

Agency Order #:		**Primary Demo:**	Adults 35+	**Total GRP:**	
Buyer:	MARK GUMA	**Con Type:**	POLITICAL/VOTE	**Traffic #:**	963048
Salesperson:	JENNA NUBAR 202-872-5880	**Assistant:**	ANJELICA DAVI 212-408-3261	**Separation:**	

Special Instructions	

Order Level Comments

Date/Time	Added by	Comment
11/03/16 8:57 PM	JENNA NUBAR	Adding $2125 to sked as MG for past contract
11/01/16 4:37 PM	Kitty Hotles-Samson	LINE 9--SUNDAY WAKE UP AIRS 6-8A. PLS REVISE TP. LINE 53--COLLEGE FOOTBALL TODAY DOES NOT AIR ON THIS DATE. PLS REVISE PRG & TP TO COLLEGE FOOTBALL 11:30A-3P. THANKS KITTY.

Competitive Information

Market Budget:	$227,500
WIVB Share:	30%
Comment:	
WGRZ:	31%
WKBW:	28%
WUTV:	11%

Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	161	$68,250.00	N/A	0.0
Total	**100%**	**161**	**$68,250.00**	**N/A**	**0.0**

Monthly Summary

Month	Spots	Dollars
2016-Nov	161	$68,250.00
Total	**161**	**$68,250.00**

Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	$ Chg	Contract $	Comment
Revision	11/3/16 8:57 PM	JENNA NUBAR	Revised		10	$2,125.00	$68,250.00	Changes: Total Spots from 171 to 161, Calculated Dollars from $66,125.00 to $68,250.00, Competitive Market Budget from $220,417 to $227,500, Total $ from $66,125.00 to $68,250.00, Comments from to Adding $2125 to sked as MG for past contract, User Entered $ from $66,125.00 to $68,250.00. 13 buylines added or modified.
Revision	11/1/16 8:20 PM	JENNA NUBAR	Confirmed			$0	$66,125.00	Changes: 2 buylines added or modified.
Makegood 1	11/1/16 4:37 PM	Kitty Hotles-Samson	Confirmed			$0	$66,125.00	
Queued for Electronic Contracting	11/1/16 1:57 PM					$0	$0	
New	11/1/16 1:20 PM	ANJELICA DAVI	Confirmed	171		$66,125.00	$66,125.00	

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.