**Rep Order#** 9797730 **Ver#** 3 **Status** Revised **Traffic Order#** 31488 **Printed:** 08/24/2012 8:57 AM
**EC'd** Yes **Last Received:** 08/24/2012 8:43 AM
**Showing Buylines:** All Rep & Sta Revised Lines

**Station** WWSB-TV SARASOTA,FL
**Advertiser** ( ) POLITICAL
**Product** ROMNEY FOR PRESIDENT
**Estimate#** 40
**Buyer** STEPHANIE KINCAID
**Phone#**
**Fax#**

**Agency** ( ) AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
**Agency C/P1/P2/E** //40
**Flight Dates** 08/22/2012 - 08/28/2012
**Hiatus Weeks**

**Rep Firm**
**Sales Office** ( ) WASHINGTON
**Salesperson** ( ) BRAD PHILIPPS
**Salesperson Phone#** 202-955-5342
**Salesperson FAX#** 202-955-5348

**-- CONTRACT COMMENT --**

ROMNEY FOR PRESIDENT **********NONDISCRIMINATION********** 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 COMMUNICATIONS, INC. (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.

**-- REMARKS --**

PLEASE NOTE ADDED $400 MG ON LN 15
REVISED TOTAL 21000
PLEASE CNFM, THANKS

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *15 | SU | 530P-6P | HOW TO DO FL | :30 | $400.00 | 08/26-08/26 | 1 | 1 | 1 | $400.00 | |
| | | Sales Remark: | | V3 ADDING MG SPOT | | | | | | | | |
| | | V3 Added | | | | | | | | | | |

**--REPORT TOTALS--**

Report Totals: 1 / $400.00

**--SALES MONTHLY TOTALS--**

Aug 12: 56 / $21,000.00 Sep 12: 0 / $0.00
Sales Totals: 56 / $21,000.00
Station Totals: 56 / $21,000.00
Lines not sent/rcld/rtrn: 0 / $0.00

**--COMPETITIVE--**

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Market Totals | $443,975 | CABL | 0% | UNKN | 0% | WBSV | 3% | WFLA | 21% | WFTS | 17% |
| | | WTOG | 1% | WTSP | 22% | WTTA | 0% | WTVT | 28% | WWSB | 4% |

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Books null
Demos RA35+