Rep Order# 9765781 **Ver#** 9 **Status** Revised **Traffic Order#** 30879 **Printed:** 08/02/2012 8:53 AM
EC'd Yes **Last Received:** 08/01/2012 5:41 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WWSB-TV SARASOTA,FL
Advertiser ( ) POLITICAL ISSUE GROU
Product Crossroads GPS
Estimate# 732
Buyer Emily Milhoan
Phone#
Fax#

Agency ( ) CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 12/11/732
Flight Dates 07/30/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) WASHINGTON
Salesperson ( ) BRAD PHILIPPS

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

— CONTRACT COMMENT —

**********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 —

REMOVED ALL SPOTS PAST 11P ON 8/3 AND ADDED IN MG OFFERS
REVISED TOTAL 32885
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*2	SU	7P-8P	AMERICA'S FUNNIEST H VIDEOS	:30	$850.00	08/05-08/05	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										
	*6	M	11P-1135P	ABC 7 NEWS @ 11	:30	$650.00	08/06-08/06	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										
	*10	M	1135P-1202A	NIGHTLINE	:30	$225.00	08/06-08/06	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										
	*11	SU	8A-9A	GOOD MORNING AMERICA WKEND	:30	$225.00	08/05-08/05	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										
	*14	M	530A-6A	ABC 7 NEWS @ SUNRISE	:30	$225.00	08/06-08/06	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										

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	*15	SA	7P-730P	WHEEL OF FORTUNE	:30	$400.00	08/04-08/04	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										
	*27	M	630P-7P	ABC WORLD NEWS	:30	$900.00	08/06-08/06	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										
	*33	M	530P-6P	ABC 7 NEWS @ 5:30 EDITION	:30	$450.00	08/06-08/06	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										
	*38	M	6A-630A	ABC 7 NEWS @ SUNRISE	:30	$250.00	08/06-08/06	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										
	*47	M	6P-630P	ABC 7 NEWS @ 6P	:30	$750.00	08/06-08/06	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										
	*49	M	8A-9A	GOOD MORNING AMERICA	:30	$350.00	07/30-07/30	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										
	*54	M	8A-9A	GOOD MORNING AMERICA	:30	$350.00	08/06-08/06	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										
	*57	M	630A-7A	ABC 7 NEWS @ SUNRISE	:30	$250.00	08/06-08/06	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										
	*63	M	7A-8A	GOOD MORNING AMERICA	:30	$350.00	08/06-08/06	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										

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	*64	SA	8A-9A	GOOD MORNING AMERICA WKEND	:30	$225.00	08/04-08/04	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										
	*65	SU	630P-7P	ABC 7 WEEKEND NEWS	:30	$425.00	08/05-08/05	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										
	*71	M	730P-8P	JEOPARDY	:30	$400.00	08/06-08/06	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										
	*77	M	7P-730P	WHEEL OF FORTUNE	:30	$400.00	08/06-08/06	0	0	0	$0.00	
		Sales Remark:		V9 REMOVED								
		V9 Comment Changed, Spots/week Changed										
	*80	F	5A-530A	NEWS	:30	$120.00	08/03-08/03	1	1	1	$120.00	
		Sales Remark:		V9 ADDING SPOTS								
		V9 Added										
	*81	F	530A-6A	NEWS	:30	$225.00	08/03-08/03	1	1	1	$225.00	
		Sales Remark:		V9 ADDING SPOTS								
		V9 Added										
	*82	F	6A-630A	NEWS	:30	$250.00	08/03-08/03	1	1	1	$250.00	
		Sales Remark:		V9 ADDING SPOTS								
		V9 Added										
	*83	F	12P-1P	NEWS	:30	$125.00	08/03-08/03	1	1	1	$125.00	
		Sales Remark:		V9 ADDING SPOTS								
		V9 Added										

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	*84	F	5P-530P	NEWS	:30	$325.00	08/03-08/03	1	1	1	$325.00	
		Sales Remark:		V9 ADDING SPOTS								
		V9 Added										
	*85	F	530P-6P	NEWS	:30	$450.00	08/03-08/03	1	1	1	$450.00	
		Sales Remark:		V9 ADDING SPOTS								
		V9 Added										
	*86	F	11A-12P	VIEW	:30	$200.00	08/03-08/03	1	1	1	$200.00	
		Sales Remark:		V9 ADDING SPOTS								
		V9 Added										
	*87	F	8P-9P	SHARK TANK	:30	$1,300.00	08/03-08/03	2	1	2	$2,600.00	
		Sales Remark:		V9 ADDING SPOTS								
		V9 Added										
	*88	F	9P-11P	20/20	:30	$900.00	08/03-08/03	2	1	2	$1,800.00	
		Sales Remark:		V9 ADDING SPOTS								
		V9 Added										
	*89	F	2P-3P	GMA	:30	$200.00	08/03-08/03	2	1	2	$400.00	
		Sales Remark:		V9 ADDING SPOTS								
		V9 Added										
	*90	F	3P-4P	SOAPS	:30	$130.00	08/03-08/03	2	1	2	$260.00	
		Sales Remark:		V9 ADDING SPOTS								
		V9 Added										
	*91	F	1P-2P	CHEW	:30	$130.00	08/03-08/03	2	1	2	$260.00	
		Sales Remark:		V9 ADDING SPOTS								
		V9 Added										
	*92	F	4A-459A	NEWS	:30	$60.00	08/03-08/03	1	1	1	$60.00	
		Sales Remark:		V9 ADDING SPOTS								
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---REPORT TOTALS---

Report Totals: 18 / $7,075.00

---SALES MONTHLY TOTALS---

Aug 12: 84 / $32,885.00

Sales Totals: 84 / $32,885.00

Station Totals: 84 / $32,885.00

Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$411,063	CABL	0%	UNKN	0%	WBSV	0%	WFLA	31%	WFTS	16%				
		WTOG	0%	WTSP	21%	WTTA	0%	WTVT	24%	WWSB	8%				

Books null

Demos RA35+