Rep Order# 9799110 **Ver#** 5 **Status** Revised **Traffic Order#** 31495 **Printed:** 08/22/2012 11:49 AM
EC'd Yes **Last Received:** 08/22/2012 11:16 AM
Showing Buylines: All Rep & Sta Revised Lines

Station WWSB-TV SARASOTA,FL
Advertiser ( ) POLITICAL ISSUE GROU
Product CROSSROADS GPS
Estimate# 1953
Buyer ELISE CLOYD
Phone#
Fax#

Agency ( ) MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1953
Flight Dates 08/23/2012 - 08/29/2012
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 ---

MG FOR LN 3 SHOWN ON LN 9
COULD NOT USE PRIME MGS FOR LN 2, ONLY NEWS PROGRAMS FOR
THIS ADVERTISER
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*3	TH-F	630P-7P	NEWS	:30	$900.00	08/23-08/24	1	1	1	$900.00	
		[MADE-GOOD BY LINE(S) 9]										
		V5 Effective Dates Changed										
	*9	SA-SU	630P-7P	NEWS	:30	$450.00	08/25-08/26	2	1	2	$900.00	
		Sales Remark: V5 MG FOR LN 3 1X 8/23										
		[MKGD FOR SPOTS MISSED ON LN #3: 8/23(1/WK)]										
		V5 Added										
	*2	TH-F	6P-630P	NEWS	:30	$750.00	08/23-08/24	2	1	2	$1,500.00	
		Station Remark: V4 LINE NA										
		V4 Comment Changed										

---REPORT TOTALS---

Report Totals: 5 / $3,300.00

---SALES MONTHLY TOTALS---

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Salesperson FAX# 202-955-5348

Aug 12: 9 / $4,800.00 Sep 12: 9 / $5,925.00

Sales Totals: 18 / $10,725.00

Station Totals: 18 / $10,725.00

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

—COMPETITIVE—

Market Totals	$464,286	CABL	0%	UNKN	0%	WBSV	0%	WFLA	30%	WFTS	24%				
		WTOG	0%	WTSP	26%	WTTA	0%	WTVT	16%	WWSB	2%				

Books null
Demos RA35+