Rep Order# 7904191 **Ver#** 1 **Status** New **Traffic Order#**
EC'd Yes

Printed: 09/17/2012 8:50 AM
Last Received: 09/17/2012 8:43 AM
Showing Buylines: All Lines

Station WTHR-TV INDIANAPOLIS, IN
Advertiser ( ) NRSC-NATL REPUB SENA
Product NRSC
Estimate#
Buyer ANDREA MASSAR
Phone#
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/18/2012 - 09/25/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) PHILADELPHIA
Salesperson ( ) BOB CAIN

Salesperson Phone# 215-557-4216
Salesperson FAX#

— 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.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-W,F-SU	11P-1135P	Buyline Comment: LATE NEWS 1X PER DAY	:30	$1,600.00	09/18-09/23	5	1	5	$8,000.00	
	2	M-TU	11P-1135P	Buyline Comment: LATE NEWS 1X PER DAY	:30	$1,600.00	09/24-09/25	2	1	2	$3,200.00	
	3	W-F	6A-7A	Buyline Comment: 6A NEWS 1X PER DAY	:30	$1,000.00	09/19-09/21	3	1	3	$3,000.00	
	4	TU	6A-7A	Buyline Comment: 6A NEWS	:30	$1,000.00	09/25-09/25	1	1	1	$1,000.00	
	5	W,F	7A-9A	Buyline Comment: TODAY SHOW 1X PER DAY	:30	$900.00	09/19-09/21	2	1	2	$1,800.00	
	6	M	7A-9A	Buyline Comment: TODAY SHOW	:30	$900.00	09/24-09/24	1	1	1	$900.00	
	7	W,F	9A-10A	Buyline Comment: TODAY SHOW II 1X PER DAY	:30	$400.00	09/19-09/21	2	1	2	$800.00	
	8	M	9A-10A	Buyline Comment: TODAY SHOW II	:30	$400.00	09/24-09/24	1	1	1	$400.00	

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	9	W-TH	10A-11A	Buyline Comment: TODAY SHOW III 1X PER DAY	:30	$400.00	09/19-09/20	2	1	2	$800.00	
	10	TU	10A-11A	Buyline Comment: TODAY SHOW III	:30	$400.00	09/25-09/25	1	1	1	$400.00	
	11	W-TH	12P-1230P	Buyline Comment: NOON NEWS 1X PER DAY	:30	$400.00	09/19-09/20	2	1	2	$800.00	
	12	TU	12P-1230P	Buyline Comment: NOON NEWS	:30	$400.00	09/25-09/25	1	1	1	$400.00	
	13	W,F	1230P-1P	Buyline Comment: 1230P NEWS 1X PER DAY	:30	$400.00	09/19-09/21	2	1	2	$800.00	
	14	M-TU	1230P-1P	Buyline Comment: 1230P NEWS 1X PER DAY	:30	$400.00	09/24-09/25	2	1	2	$800.00	
	15	TH-F	3P-4P	Buyline Comment: ELLEN 1X PER DAY	:30	$400.00	09/20-09/21	2	1	2	$800.00	
	16	M	3P-4P	Buyline Comment: ELLEN	:30	$400.00	09/24-09/24	1	1	1	$400.00	
	17	W	4P-5P	Buyline Comment: DR PHIL	:30	$600.00	09/19-09/19	1	1	1	$600.00	
	18	TU	4P-5P	Buyline Comment: DR PHIL	:30	$600.00	09/25-09/25	1	1	1	$600.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	19	W-F	5P-6P	Buyline Comment: 5P NEWS 1X PER DAY	:30	$1,200.00	09/19-09/21	3	1	3	$3,600.00	
	20	TU	5P-6P	Buyline Comment: 5P NEWS	:30	$1,200.00	09/25-09/25	1	1	1	$1,200.00	
	21	TU-F	6P-630P	Buyline Comment: 6P NEWS 1X PER DAY	:30	$1,600.00	09/18-09/21	4	1	4	$6,400.00	
	22	M-TU	6P-630P	Buyline Comment: 6P NEWS 1X PER DAY	:30	$1,600.00	09/24-09/25	2	1	2	$3,200.00	
	23	TU-W,F	630P-7P	Buyline Comment: NBC NIGHTLY NEWS 1X PER DAY	:30	$3,000.00	09/18-09/21	3	1	3	$9,000.00	
	24	M-TU	630P-7P	Buyline Comment: NBC NIGHTLY NEWS 1X PER DAY	:30	$3,000.00	09/24-09/25	2	1	2	$6,000.00	
	25	TU-F	7P-730P	Buyline Comment: WHEEL 1X PER DAY	:30	$1,300.00	09/18-09/21	4	1	4	$5,200.00	
	26	M-TU	7P-730P	Buyline Comment: WHEEL 1X PER DAY	:30	$1,300.00	09/24-09/25	2	1	2	$2,600.00	
	27	TU-F	730P-8P	Buyline Comment: JEOP 1X PER DAY	:30	$1,500.00	09/18-09/21	4	1	4	$6,000.00	
	28	M-TU	730P-8P	Buyline Comment: JEOP 1X PER DAY	:30	$1,500.00	09/24-09/25	2	1	2	$3,000.00	

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	29	SU	6P-630P		:30	$550.00	09/23-09/23	1	1	1	$550.00	
		Buyline Comment: SUN 6P NEWS										
	30	SA	8A-10A		:30	$600.00	09/22-09/22	1	1	1	$600.00	
		Buyline Comment: SAT 8A NEWS										
	31	SU	8A-9A		:30	$500.00	09/23-09/23	1	1	1	$500.00	
		Buyline Comment: SUN TODAY										
	32	SU	9A-10A		:30	$500.00	09/23-09/23	1	1	1	$500.00	
		Buyline Comment: SUN 9A NEWS										
	33	W-TH	430A-459A		:30	$150.00	09/19-09/20	1	1	1	$150.00	
		Buyline Comment: 430A NEWS										

—REPORT TOTALS—

Report Totals: 64 / $74,000.00

—SALES MONTHLY TOTALS—

Sep 12: 64 / $74,000.00
Sales Totals: 64 / $74,000.00
Station Totals: 64 / $74,000.00
Lines not sent/rcld/rtrn: 0 / $0.00

—COMPETITIVE—

Market Totals	$180,488	CABL	0%	ETHR	0%	JTHR	0%	UNKN	0%	WALV	0%		
		WISH	35%	WNDY	1%	WRTV	15%	WTHR	41%	WTTV	2%		
		WXIN	6%										

—COMPETITIVE COMMENTS—

ESTIMATED

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Books ENOV12
Demos RA35+