



125 West 55th St
New York, NY 10019

Contract # 28703180				Changes as of: 7/17/2026 at 3:20 PM				Version: Highlighting Revision 1			
CPE: 935/983/15983				Flight: 7/21/26 - 7/27/26				Station: ETVV			
Agency: GMMB - AGENCY				Advertiser: FRIENDS OF KELDA ROYS (GOV-WI)				Market: Milwaukee-Racine			
3050 K ST NW				Product: candidate				Office: WASHINGTON			
WASHINGTON, DC				Agency Order #: 14958066				Service: Nielsen			
20007				Buyer: Gilroy, Maura				Primary Demo: Adults 35+			
				Salesperson: SHEPARD RITZEN				Assistant: 215-567-7950			
				Separation:				Total GRP:			
				Comments: Separation: 30;PopulationBuyType: CPP				Traffic #: 99850			
								Total Spots: 34			
								Total CPP: \$0.00			
								Con Type: POLITICAL/NOTE			
								Total \$: \$1,270.00			

#	Day/Time	DP	Program	Rate	A35P Rating	Len	7/21 - 7/21		Total Spots	Total \$	CPP*	GRP*
							7/21					
1	Tu-F,M 4p-4:30p		Hot Bench	\$20.00	0	30	5		5	\$100.00	\$0.00	0.0
2	Tu-F,M 4:30p-5p		Hot Bench	\$20.00	0	30	5		5	\$100.00	\$0.00	0.0
Changes: Rate from 15 to 20												
3	Tu-F,M 5p-6p		The Goldbergs 2x	\$50.00	0	30	5		5	\$250.00	\$0.00	0.0
REV- 4	Tu-F,M 6p-6:30p		The Conners	\$50.00	0	30	5	3	3	\$150.00	\$0.00	0.0
Changes: Rate from 30 to 50												
REV- 5	Tu-F,M 6:30p-7p		The Conners	\$50.00	0	30	5	4	4	\$200.00	\$0.00	0.0
Changes: Rate from 30 to 50												
6	M 7p-8p		Law & Order: SVU-MYNET1	\$30.00	0	30	1		1	\$30.00	\$0.00	0.0
7	M 8p-9p		Law & Order: SVU-MYNET2	\$40.00	0	30	1		1	\$40.00	\$0.00	0.0
Changes: Rate from 55 to 40												
REV- 8	Tu 7p-8p		Chicago P.D.-MYNET1	\$55.00	0	30	1	0	0	\$0.00	\$0.00	0.0
Changes: Rate from 30 to 55												
REV- 9	Tu 8p-9p		Chicago P.D.-MYNET2	\$55.00	0	30	1	0	0	\$0.00	\$0.00	0.0
Changes: Rate from 30 to 55												
10	W 7p-8p		Dateline-MYNET1	\$40.00	0	30	1		1	\$40.00	\$0.00	0.0
11	W 8p-9p		Dateline-MYNET2	\$40.00	0	30	1		1	\$40.00	\$0.00	0.0
12	Th 7p-8p		Dateline-MYNET1	\$40.00	0	30	1		1	\$40.00	\$0.00	0.0
13	Th 8p-9p		Dateline-MYNET2	\$40.00	0	30	1		1	\$40.00	\$0.00	0.0
14	F 7p-8p		Chicago Fire-MYNET1	\$40.00	0	30	1		1	\$40.00	\$0.00	0.0
15	F 8p-9p		Chicago Fire-MYNET2	\$40.00	0	30	1		1	\$40.00	\$0.00	0.0
16	Su 6p-7p		The Goldbergs 2x	\$40.00	0	30	1		1	\$40.00	\$0.00	0.0
17	Su 7p-8p		Last Man Standing 2x	\$40.00	0	30	1		1	\$40.00	\$0.00	0.0



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3050 K ST NW			Product: candidate		Office: WASHINGTON	
WASHINGTON , DC			Agency Order #: 14958066		Service: Nielsen	
20007			Buyer: Gilroy, Maura		Primary Demo: Adults 35+	
			Salesperson: SHEPARD RITZEN		Assistant: SHEPARD RITZEN	
			215-567-7950		215-567-7950	
			Separation:			
					Total GRP:	
					Traffic #: 99850	
					Total Spots: 34	
					Total CPP: \$0.00	
					Total \$: \$1,270.00	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	7/21 - 7/21		Total Spots	Total \$	CPP*	GRP*
							7/21					
18	Su 8p-9p		Two And A Half Men 2x	\$40.00	0	30	1		1	\$40.00	\$0.00	0.0
19	Su 9p-10p		Bob Hearts Abishola 2x	\$40.00	0	30	1		1	\$40.00	\$0.00	0.0
TOTALS: 34									34	\$1,270.00	\$0.00	0.0



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Agency: GMMB - AGENCY			Advertiser: FRIENDS OF KELDA ROYS (GOV-WI)		Market: Milwaukee-Racine	
3050 K ST NW			Product: candidate		Office: WASHINGTON	
WASHINGTON , DC			Agency Order #: 14958066		Service: Nielsen	
20007			Buyer: Gilroy, Maura		Primary Demo: Adults 35+	
			Salesperson: SHEPARD RITZEN		Assistant: SHEPARD RITZEN	
			215-567-7950		215-567-7950	
			Separation:		Total GRP:	
					Traffic #: 99850	
					Total Spots: 34	
					Total CPP: \$0.00	
					Con Type: POLITICAL/VOTE	
					Total \$: \$1,270.00	

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
07/17/26 3:20 PM	SHEPARD RITZEN	Separation: 30;PopulationBuyType: CPP
07/17/26 3:20 PM	SHEPARD RITZEN	Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget: \$18,143	
EVTB Share: 7%	
Comment: est share	
Unknown: 93%	

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	34	\$1,270.00	0.0
Total	100%	34	\$1,270.00	N/A
				0.0

Monthly Summary		
Month	Spots	Dollars
2026-Jul	34	\$1,270.00
Total	34	\$1,270.00

Transaction History					
Trans	Created/Received	Created by	Status	Spot+	Spot- \$ Chg Contract \$ Comment
Queued for Electronic Contracting	7/20/26 2:18 PM				\$0
Queued for Electronic Contracting	7/17/26 3:22 PM				\$0
Revision	7/17/26 3:20 PM	SHEPARD RITZEN	Revised		
New	7/17/26 3:07 PM	SHEPARD RITZEN	New	39	5 \$0 \$1,270.00 \$1,270.00
					Changes: Total Spots from 39 to 34, Demo Meta to [R16]. 6 buylines added or modified.

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.
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