



125 West 55th St  
New York, NY 10019

Contract # 2767411

Changes as of: 2/15/2022 at 11:32 AM

Version: Current State Version 1

CPE: 6871775/8414

Flight: 2/16/22 - 2/22/22

Station: KAMR

Con Type: POLITICAL/VOTE

Agency: STRATEGIC MEDIA SERVICES

Advertiser: Kevin Sparks - TX State Senate

Market: Amarillo

Total \$: \$28,835.00

1911 NORTH FT MYER DRIVE

Product: Candidate

Office: WASHINGTON

Total Spots: 35

SUITE 400 ARLINGTON, VA 20009

Agency Order #: 11384371  
Buyer: Brumback, Zach

Service: Nielsen  
Primary Demo:

Total CPM: \$0.00  
Total GRP:

Salesperson: Caroline Rotch  
Separation: 6172137266

Assistant: Caroline Rotch  
6172137266

Comments: Separation: 30; Population Buy Type: CPP

#	Day/Time	DP	Program	Rate	Len	2/16 - 2/22						Total Spots	Total \$	CPP*	GRP*	
						2/16	2/17	2/18	2/19	2/20	2/21					2/22
1	W-F,M-Tu 10a-11a		TODAY H&J-NBC<	\$150.00	30	1	0	0	0	0	0	1	2	\$300.00	\$0.00	0.0
2	Su 9a-10a		MEET PRESS-SUN	\$125.00	30	0	0	0	0	1	0	0	1	\$125.00	\$0.00	0.0
3	Su 10a-10:30a		POLITICS TODAY	\$125.00	30	0	0	0	0	1	0	0	1	\$125.00	\$0.00	0.0
4	W-F,M-Tu 9a-10a		TDY 3RD HR-NBC<	\$150.00	30	1	1	1	0	0	1	1	5	\$750.00	\$0.00	0.0
5	W-F,M-Tu 12n-1p		DAYS-OUR LIVES<	\$240.00	30	1	1	1	0	0	1	1	5	\$1,200.00	\$0.00	0.0
6	W-F,M-Tu 3p-4p		RACHAEL RAY	\$125.00	30	0	0	1	0	0	0	1	2	\$250.00	\$0.00	0.0
7	W-F,M-Tu 6p-6:30p		KAMR LCL4-SIX	\$340.00	30	1	1	1	0	0	1	1	5	\$1,700.00	\$0.00	0.0
8	W-F,M-Tu 10p-10:35p		KAMR LCL4-TEN<	\$960.00	30	1	1	1	0	0	0	1	4	\$3,840.00	\$0.00	0.0
9	Sa 10p-10:30p		KAMR-4NW@10-SA <i>Daytime</i>	\$425.00	30	0	0	0	1	0	0	0	1	\$425.00	\$0.00	0.0
10	W-Tu 7p-10:30p		Winter Olympics: Prime	\$2,395.00	30	2	2	2	2	0	0	0	8	\$19,160.00	\$0.00	0.0
11	W-Tu 10:30p-11:05p		TONITE SHW-NBC<	\$960.00	30	0	0	0	0	1	0	0	1	\$960.00	\$0.00	0.0
TOTALS:					7	6	7	3	3	3	3	6	35	\$28,835.00	\$0.00	0.0

*with news*

*24,385 Olympics*

*# 3414272*



126 West 55th St  
New York, NY 10019

Contract # 27677411

Changes as of: 2/15/2022 at 11:32 AM

Version: Current State Version 1

CPE: 687/775/8414  
Agency: STRATEGIC MEDIA SERVICES  
1911 NORTH FT MYER DRIVE  
SUITE 400  
ARLINGTON, VA 20009

Flight: 2/16/22 - 2/22/22  
Advertiser: Kevin Sparks - TX State Senate  
Product: Candidate

Station: KAMR  
Market: Amarillo  
Office: WASHINGTON

Con Type: POLITICAL/NOTE  
Total \$: \$28,835.00

Agency Order #: 11384371  
Buyer: Brumback, Zach

Salesperson: Caroline Rotch  
6172137266

Service: Nielsen  
Primary Demo:

Assistant: Caroline Rotch  
6172137266

Total Spots: 35  
Total CPP: \$0.00  
Total GRP:

Special Instructions

Order Level Comments

Date/Time: 02/15/22 11:32 AM  
Added by: Caroline Rotch  
Comment: Separation: 30:PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$28,835
KAMR Share:	100%
Comment:	

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	35	\$28,835.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>35</b>	<b>\$28,835.00</b>	<b>N/A</b>	<b>0.0</b>

Monthly Summary		
Month	Spots	Dollars
2022-Feb	35	\$28,835.00
<b>Total</b>	<b>35</b>	<b>\$28,835.00</b>

Transaction History						
Trans	Created/Received	Created by	Status	Spot#	\$ Chg	Contract \$
Queued for Electronic Contracting	2/15/22 11:44 AM				\$0	\$0
New	2/15/22 11:32 AM	Caroline Rotch	New	35	\$28,835.00	\$28,835.00

**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.





125 West 55th St  
New York, NY 10019

Contract # 27677411      Changes as of: 2/17/2022 at 11:24 AM      Version: Highlighting Makegood 2      Status: Accepted

CPE: 687775/8414      Flight: 2/16/22 - 2/22/22      Station: KAMR      Con Type: POLITICAL/NOTE

Agency: STRATEGIC MEDIA SERVICES      Advertiser: Kevin Sparks - TX State Senate      Market: Amarillo      Total \$: \$28,930.00

1911 NORTH FT MYER DRIVE      Product: Candidate      Office: WASHINGTON      Total Spots: 36

SUITE 400      Agency Order #: 11384371      Buyer: Brumback, Zach      Service: Nielsen      Total CPP: \$0.00

ARLINGTON, VA      20009      Salesperson: Caroline Rotch      Primary Demo:      Assistant: Caroline Rotch      Total GRP: 0.0

6172137266      Separation: 6172137266

Comments: Separation: 30; PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	Len	2/16 - 2/22										Total Spots	Total \$	CPP*	GRP*
						2/16	2/17	2/18	2/19	2/20	2/21	2/22							
BON 16	M-F 1p-2p		THE GOOD DISH	\$95.00	30	0	0	0	0	0	0	1	0	1	\$95.00	\$0.00	0.0		
<b>TOTALS:</b>						7	6	6	3	3	5	6	36	\$28,930.00	\$0.00	0.0			

Makegood Comments

Date/Time	Action	Added by	Comment
02/17/22 12:37 PM	Accepted	Caroline Rotch	Caroline approving for agency.
02/17/22 11:24 AM	Sent To Rep	Margaret Winegeart	ADDED FROM EST 8399 - THANKSI MW

✓

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125 West 55th St  
New York, NY 10019

Contract # 27673272      Changes as of: 2/17/2022 at 11:23 AM      Version: Highlighting Makegood 3      Status: Accepted

CPE: 687775/8399      Flight: 2/5/22 - 2/15/22      Station: KAMR      Con Type: POLITICAL/VOTE  
 Agency: STRATEGIC MEDIA SERVICES      Advertiser: Kevin Sparks - TX State Senate      Market: Amarillo      Total \$: \$28,630.00

1911 NORTH FT MYER DRIVE  
 SUITE 400 ARLINGTON, VA 20009      Agency Order #: 11359965      Buyer: Brumback, Zach      Primary Demo:      Service: Nielsen      Total Spots: 46  
 Salesperson: ERIN SCHUMACHER      Separation: 212-424-6620      Assistant: ERIN SCHUMACHER      Traffic #: 3404543

Comments: Separation: 30; PopulationBuyType: CPP

#	Day/Time	DP	Program	Rate	Len	2/5 - 2/15										Total Spots	Total \$	CPP*	GRP*	
						2/5	2/6	2/7	2/8	2/9	2/10	2/11	2/12	2/13	2/14					2/15
CR 7	M-F 1p-2p		DR. OZ	\$95.00	30	0	0	0	0	0	0	0	0	1	0	0	0	\$0.00	\$0.00	0.0
<b>TOTALS:</b>						0	3	3	7	7	8	5	1	2	5	5	46	\$28,630.00	\$0.00	0.0

Makegood Comments

Date/Time	Action	Added by	Comment
02/17/22 12:39 PM	Accepted	Caroline Rotch	Caroline accepts for agency.
02/17/22 11:23 AM	Sent To Rep	Margaret Winegeart	CREDITING - OFFERING ON NEW EST - THANKS! MW