



KWTX
6700 American Plaza
Waco, TX 76712
(254) 776-1330

CONTRACT

<u>Contract / Revision</u> 298045 /		<u>Alt Order #</u> WOC10347070
<u>Product</u> Primary 2016		
<u>Contract Dates</u> 01/28/16 - 02/01/16	<u>Estimate #</u> 332	
<u>Advertiser</u> Cobb for State Senate		<u>Original Date / Revision</u> 01/27/16 / 01/27/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KWTX	<u>Account Executive</u> Waco House	<u>Sales Office</u> Waco National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 65	<u>Product Code</u> 241
<u>Agency Ref</u> 2129	<u>Advertiser Ref</u> 64502	

And:

SRH Media Inc
PO Box 367
Spencerville, MD 20868

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KWTX	01/28/16	02/01/16	News 10 @ 5a	5:00 AM-5:30 AM		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$50.00			
N 2	KWTX	01/28/16	02/01/16	News 10 @ 530a	5:30 AM-6:00 AM		:30			NM	3	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$55.00			
N 3	KWTX	01/28/16	02/01/16	News 10 @ 6a	6:00 AM-7:00 AM		:30			NM	3	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$105.00			
N 4	KWTX	01/28/16	02/01/16	CBS This Morning	7:00 AM-9:00 AM		:30			NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$40.00			
N 5	KWTX	01/28/16	02/01/16	M-F 9a-10a	9:00 AM-10:00 AM		:30			NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$40.00			
N 6	KWTX	01/28/16	02/01/16	Price Is Right	10:00 AM-11:00 AM		:30			NM	3	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$85.00			
N 7	KWTX	01/28/16	02/01/16	Young and the Restless	11:00 AM-12:00 PM		:30			NM	3	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$85.00			
N 8	KWTX	01/28/16	02/01/16	News 10 @ Noon	12:00 PM-12:30 PM		:30			NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$75.00			
N 9	KWTX	01/28/16	02/01/16	Bold and Beautiful	12:30 PM-1:00 PM		:30			NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$60.00			
N 10	KWTX	01/28/16	02/01/16	The Talk	1:00 PM-2:00 PM		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$50.00			
N 11	KWTX	01/28/16	02/01/16	Let's Make A Deal	2:00 PM-3:00 PM		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$50.00			
N 12	KWTX	01/28/16	02/01/16	News 10 @ 3p	3:00 PM-3:30 PM		:30			NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$35.00			

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298045 /	WOC10347070

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
01/28/16 - 02/01/16	Primary 2016	332

<u>Advertiser</u>	<u>Original Date / Revision</u>
Cobb for State Senate	01/27/16 / 01/27/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 13	KWTX	01/28/16	02/01/16	M-F 330p-4p	3:30 PM-4:00 PM		:30			NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$35.00			
N 14	KWTX	01/28/16	02/01/16	M-F 4p-5p	4:00 PM-5:00 PM		:30			NM	3	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$40.00			
N 15	KWTX	01/28/16	02/01/16	News 10 @ 5p	5:00 PM-5:30 PM		:30			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$125.00			
N 16	KWTX	01/28/16	02/01/16	CBS Evening News	5:30 PM-6:00 PM		:30			NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$125.00			
N 17	KWTX	01/28/16	02/01/16	News 10 @ 6p	6:00 PM-6:30 PM		:30			NM	3	\$645.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$215.00			
N 18	KWTX	01/28/16	02/01/16	M-F 630p-7p	6:30 PM-7:00 PM		:30			NM	3	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$195.00			
N 19	KWTX	01/28/16	02/01/16	M-F News 10 @ 10p	10:00 PM-10:35 PM		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/16	02/03/16	1--11--				3	\$275.00			
N 20	KWTX	01/28/16	01/29/16	Friday Prime Hr 3	9:00 PM-10:00 PM		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/25/16	01/31/16	----1--				1	\$250.00			
N 21	KWTX	01/28/16	01/30/16	CBS This Morning Saturday	6:00 AM-8:00 AM		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/25/16	01/31/16	-----1-				1	\$25.00			
N 22	KWTX	01/28/16	01/30/16	Weekend Rotator Sa	5:00 PM-5:30 PM		:30			NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/25/16	01/31/16	-----1-				1	\$20.00			
N 23	KWTX	01/28/16	01/30/16	CBS Evening News Sa	5:30 PM-6:00 PM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/25/16	01/31/16	-----1-				1	\$50.00			
N 24	KWTX	01/28/16	01/30/16	Sa News 10 @ 6p	6:00 PM-6:30 PM		:30			NM	1	\$65.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/25/16	01/31/16	-----1-				1	\$65.00			
N 25	KWTX	01/28/16	01/30/16	Sa 630p-7p	6:30 PM-7:00 PM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/25/16	01/31/16	-----1-				1	\$50.00			
N 26	KWTX	01/28/16	01/30/16	Saturday Prime Hr 1	7:00 PM-8:00 PM		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/25/16	01/31/16	-----1-				1	\$75.00			
N 27	KWTX	01/28/16	01/30/16	Saturday Prime Hr 2	8:00 PM-9:00 PM		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/25/16	01/31/16	-----1-				1	\$175.00			
N 28	KWTX	01/28/16	01/30/16	Saturday Prime Hr 3	9:00 PM-10:00 PM		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/25/16	01/31/16	-----1-				1	\$100.00			
N 29	KWTX	01/28/16	01/31/16	Su 6a-630a	6:00 AM-6:30 AM		:30			NM	1	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/25/16	01/31/16	-----1				1	\$5.00			
N 30	KWTX	01/28/16	01/31/16	CBS Sunday Morning	8:00 AM-9:30 AM		:30			NM	1	\$100.00

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/25/16	01/31/16	-----1				1	\$100.00			
N 31	KWTX	01/28/16	01/31/16	Face The Nation	10:30 AM-11:00 AM		:30			NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/25/16	01/31/16	-----1				1	\$25.00			
N 32	KWTX	01/28/16	01/31/16	Su News 10 @ 530p	5:30 PM-6:00 PM		:30			NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/25/16	01/31/16	-----1				1	\$50.00			
N 33	KWTX	01/28/16	01/31/16	Sunday Prime Hr 1	6:00 PM-7:00 PM		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/25/16	01/31/16	-----1				1	\$250.00			
Totals											71	\$6,460.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
12/28/15 - 01/31/16	52	\$4,720.00	(\$708.00)	\$4,012.00
02/01/16 - 02/01/16	19	\$1,740.00	(\$261.00)	\$1,479.00
Totals	71	\$6,460.00	(\$969.00)	\$5,491.00

Signature: _____ **Date:** _____

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