

# CONTRACT



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

<u>Contract / Revision</u> 914293 /		<u>Alt Order #</u> WOC11798374
<u>Product</u> Texans For Greg Abbott		
<u>Contract Dates</u> 09/24/18 - 10/03/18		<u>Estimate #</u> 4364
<u>Advertiser</u> Texans for Greg Abbott		<u>Original Date / Revision</u> 09/19/18 / 10/01/18
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> KWTX	<u>Account Executive</u> Waco House	<u>Sales Office</u> Waco National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u> 9914273	<u>Advertiser Code</u> 96	<u>Product 1/2</u> 198
<u>Agency Ref</u> 2414	<u>Advertiser Ref</u> 5092	

And:

**Crossroads Media LLC**  
**66 Canal Center Plaza**  
**Ste 555**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KWTX	09/24/18	10/02/18	News 10 @ 5a	5:00 AM-5:30 AM		:30				NM	2	\$96.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	-1-----				1	\$48.00				
	Week:	10/01/18	10/07/18	-1-----				1	\$48.00				
N 2	KWTX	09/24/18	09/28/18	News 10 @ 6a	6:00 AM-7:00 AM		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	--1-1--				2	\$125.00				
N 3	KWTX	09/24/18	09/27/18	Price Is Right	10:00 AM-11:00 AM		:30				NM	1	\$115.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	1--1---				2	\$115.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	2	KWTX	09/24/18-09/30/18	Price Is Right	10:00 AM-11:00 AM	---Th-----	:30		<del>\$115.00</del>		NM		
	See MG 8.9,8.10,8.11 Kavabaugh Hearing												
N 4	KWTX	09/24/18	09/28/18	Young and the Restless	11:00 AM-12:00 PM		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	----1--				1	\$130.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
	1	KWTX	09/24/18-09/30/18	Young and the Restless	11:00 AM-12:00 PM	PI-----F----	:30		<del>\$130.00</del>		NM		
	Credited												
N 5	KWTX	09/24/18	10/03/18	News 10 @ Noon	12:00 PM-12:30 PM		:30				NM	8	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	11111--				5	\$95.00				
	Week:	10/01/18	10/07/18	111----				3	\$95.00				
N 6	KWTX	10/01/18	10/03/18	The Talk	1:00 PM-2:00 PM		:30				NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/01/18	10/07/18	--1----				1	\$70.00				
N 7	KWTX	09/24/18	10/03/18	M-F 4p-5p	4:00 PM-5:00 PM		:30				NM	7	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/24/18	09/30/18	11111--				5	\$50.00				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising



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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
3	KWTX	09/24/18-09/30/18		M-F 4p-5p	4:00 PM-5:00 PM	MTuWThF----	:30		\$50.00		NM		
See MG 7.9													
4	KWTX	09/24/18-09/30/18		M-F 4p-5p	4:00 PM-5:00 PM	MTuWThF----	:30		\$50.00		NM		
See MG 8.9,8.10,8.11													
Kavabaugh Hearing													
9	KWTX	09/24/18-09/30/18		Face The Nation	1028a-1130a	-----Su	:30		\$50.00		NM		
Ⓜ MG for 7.3 09/26													
Week:		10/01/18	10/07/18	111----				3	\$50.00				
N 8	KWTX	09/24/18	10/03/18	News 10 @ 5p	5:00 PM-5:30 PM		:30				NM	10	\$1,295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	11111--				5	\$125.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Type</u>		
4	KWTX	09/24/18-09/30/18		News 10 @ 5p	5:00 PM-5:30 PM	MTuWThF----	:30		\$125.00		NM		
See MG 8.9,8.10,8.11													
Kavabaugh Hearing													
9	KWTX	09/30/18-09/30/18		CBS Sunday Morning	758a-930a	-----Su	:30		\$105.00		NM		
Ⓜ MG for 3.2,7.4,8.4													
10	KWTX	10/01/18-10/01/18		Price Is Right	10:00 AM-11:00 AM	-----	:30		\$155.00		NM		
Ⓜ MG for 3.2,7.4,8.4													
11	KWTX	10/03/18-10/03/18		Young and the Restless	11a-12p	---W-----	:30		\$160.00		NM		
Ⓜ MG for 3.2,7.4,8.4													
Week:		10/01/18	10/07/18	111----				3	\$125.00				
N 9	KWTX	09/24/18	10/03/18	News 10 @ 6p	6:00 PM-6:30 PM		:30				NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		09/24/18	09/30/18	11111--				5	\$200.00				
Week:		10/01/18	10/07/18	111----				3	\$200.00				
N 10	KWTX	10/01/18	10/03/18	M-F News 10 @ 10p	10:00 PM-10:35 PM		:30				NM	1	\$305.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/01/18	10/07/18	--1----				1	\$305.00				
<b>Totals</b>											0.00	40	\$4,841.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/27/18 -09/30/18	23	\$2,693.00	(\$403.95)	\$2,289.05
10/01/18 -10/03/18	17	\$2,148.00	(\$322.20)	\$1,825.80
<b>Totals</b>	40	\$4,841.00	(\$726.15)	\$4,114.85

Signature: \_\_\_\_\_ Date: \_\_\_\_\_