

CONTRACT



KKTX-FM
 3810 Brookside Drive
 Tyler, TX 75701
 (903) 581-0606

<u>Contract / Revision</u> 2136543 /		<u>Alt Order #</u>
<u>Advertiser</u> Matt Schaefer Campaign		<u>Original Date / Revision</u> 10/20/20 / 10/20/20
<u>Contract Dates</u> 10/21/20 - 11/03/20	<u>Estimate #</u> Texas House District 6	
<u>Product</u> Texas House District 6, General		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Property</u> KKTX-FM	<u>Account Executive</u> Carleen Dark	<u>Sales Office</u> Local Tyler
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agy Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

And:

One Moore Production
 10988 Ardis Street
 Whitehouse, TX 75791

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KKTX	10/21/20	11/01/20	M-F AM Drive	6a-10a		1:00			NM	12	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	--WTF--				6	\$50.00			
Week:		10/26/20	11/01/20	MTWTF--				6	\$50.00			
N 2	KKTX	10/21/20	11/01/20	M-F Midday	10a-3p		1:00			NM	12	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	--WTF--				6	\$45.00			
Week:		10/26/20	11/01/20	MTWTF--				6	\$45.00			
N 3	KKTX	10/21/20	11/01/20	M-F PM Drive	3p-7p		1:00			NM	12	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	--WTF--				6	\$50.00			
Week:		10/26/20	11/01/20	MTWTF--				6	\$50.00			
N 4	KKTX	10/21/20	11/01/20	Sa Prime Rotator	6a-7p		1:00			NM	4	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	-----S-				2	\$25.00			
Week:		10/26/20	11/01/20	-----S-				2	\$25.00			
N 5	KKTX	10/21/20	11/01/20	Su Prime Rotator	6a-7p		1:00			NM	8	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	-----S-				4	\$10.00			
Week:		10/26/20	11/01/20	-----S-				4	\$10.00			
N 6	KKTX	10/21/20	11/01/20	Sign-on/Sign-off	12a-12a		1:00			NM	12	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/20	10/25/20	--WTFSS				6	\$0.00			
Week:		10/26/20	11/01/20	MTWTFSS				6	\$0.00			
N 7	KKTX	11/02/20	11/03/20	M-F AM Drive	6a-10a		1:00			NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/20	11/08/20	MT-----				4	\$50.00			
N 8	KKTX	11/02/20	11/03/20	M-F Midday	10a-3p		1:00			NM	4	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/20	11/08/20	MT-----				4	\$45.00			
N 9	KKTX	11/02/20	11/03/20	M-F PM Drive	3p-7p		1:00			NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/20	11/08/20	MT-----				4	\$50.00			
N 10	KKTX	11/02/20	11/02/20	Sign-on/Sign-off	12a-12a		1:00			NM	2	\$0.00

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



KKTX-FM
3810 Brookside Drive
Tyler, TX 75701
(903) 581-0606

<u>Contract / Revision</u>	<u>Alt Order #</u>
2136543 /	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Matt Schaefer Campaign	10/20/20 / 10/20/20

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/21/20 - 11/03/20	Texas House District 6, G	Texas House District 6, G

*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>			
Week:		11/02/20	11/08/20	M-----				2	\$0.00			
N 11	KKTX	11/03/20	11/03/20	Sign-on/Sign-off	12:00 AM-6:30 PM		1:00			NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/02/20	11/08/20	-T-----				2	\$0.00			
Totals											76	\$2,500.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/01/20 -10/31/20	59	\$1,920.00	(\$288.00)	\$1,632.00
11/01/20 -11/03/20	17	\$580.00	(\$87.00)	\$493.00
Totals	76	\$2,500.00	(\$375.00)	\$2,125.00

Signature: _____ **Date:** _____

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

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, _____, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Matt Schaefer

Authorized committee:

Matt Schaefer Campaign

Agency requesting time (and contact information):

N/A One Moore Production / John Moore / john@johnmoore.net

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Texas House of Representatives, District 6

Date of election:

November 3, 2020

General

Primary

Treasurer of candidate's authorized committee:

Marcia Daughtrey

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

the candidate listed above who is a legally qualified candidate, or

the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices.

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

Candidate/Committee/Agency

Station Representative

Signature: DocuSigned by:

John Moore (john@johnmoore.net)

E83B93972D34405

Signature:

Carleen Dark

Name: John Moore

Name: Carleen Dark


Date of Request to Purchase Ad Time: October 5, 2020

Date of Station Agreement to Sell Time: October 5, 2020

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature: DocuSigned by:

E63B93972D34405

Name: John Moore

Date: 10/6/2020

TO BE COMPLETED BY STATION ONLY

Ad submitted to Station? Yes No

Date ad received: 10/20/20

Federal candidate certification signed (above): Yes No N/A

Disposition:

- Accepted
- Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*
- Rejected – provide reason (optional):

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #: 2136543	Station Call Letters: KKTV-FML	Date Received/Requested: 10/20/2020
Est. #: N/A	Station Location: Tyler-Langview, TX	Run Start and End Dates: 10/21-11/3/2020

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.

Matt Schaefer 2020 KKTx



From: Carleen Dark
 Phone: (903) 405-5203
 Email: carleen_dark@townsquaremedia.com
 10/20/2020 1:49 PM

DS

\$2,500 Option

Flight Dates: 10/21/2020 - 11/03/2020

Demo: P 18+

Radio Market: TYLER-LONGVIEW
 Survey: SP20 / FA19
 Geography: Metro

Radio Total	Daypart	Spots	Length	Unit Rate	Schedule Cumulative Persons	Net Reach	Frequency	Gls	Total Cost	Notes
KKTx-FM		76		\$32.89	46,000	34,400	3.8	131,200	\$2,500.00	
General 2020 - 2 wks (10/19, 10/26)		60		\$32.00	38,700	28,500	3.6	103,600	\$1,920.00	
One Week Total		30		\$32.00	29,600	19,200	2.7	51,800	\$960.00	
	M-F 6A-10A	6 60		\$50.00	13,400	7,100	1.8	12,600	\$300.00	John Boy & Billy
	M-F 10A-3P	6 60		\$45.00	16,400	8,000	1.7	13,200	\$270.00	Jen Austin
	M-F 3P-7P	6 60		\$50.00	16,900	7,200	1.6	11,400	\$300.00	Kenny / Tara
	Sa 6A-7P	2 60		\$25.00	9,000	2,900	1.2	3,400	\$50.00	Various
	Su 6A-7P	4 60		\$10.00	7,600	2,800	1.4	4,000	\$40.00	Various
	M-Su 12M-12M	6 60		\$0.00	29,600	5,900	1.2	7,200	\$0.00	Preemptable Bonus
Flight A - 1 wk (11/02)		16		\$36.25	26,000	13,800	2.0	27,600	\$580.00	
One Week Total		16		\$36.25	26,000	13,800	2.0	27,600	\$580.00	
	M-F 6A-10A	4 60		\$50.00	13,400	5,700	1.5	8,400	\$200.00	John Boy & Billy
	M-F 10A-3P	4 60		\$45.00	16,400	6,300	1.4	8,800	\$180.00	Jen Austin
	M-F 3P-7P	4 60		\$50.00	16,900	5,600	1.4	7,600	\$200.00	Kenny / Tara
	M 12M-12M	2 60		\$0.00	14,300	2,200	1.1	2,400	\$0.00	Preemptable Bonus
	Tu 12M-6:30A	2 60		\$0.00	1,900	400	1.0	400	\$0.00	Preemptable Bonus

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio Information: TYLER-LONGVIEW; SP20 / FA19; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details
 Copyright © 2020 The Nielsen Company. All rights reserved.



Matt Schaefer 2020 KKT



From: Carleen Dark
 Phone: (903) 405-5203
 Email: carleen.dark@townsquaremedia.com
 10/20/2020 1:49 PM

Schedule Grand Totals: 3 Weeks

Stations	Spots	Unit Rate	Schedule Cum Persons	Net Reach	Frequency	Gis	Total Cost
Radio Total	76	\$32.89	46,000	34,400	3.8	131,200	\$2,500.00
KKT-FM	76	\$32.89	46,000	34,400	3.8	131,200	\$2,500.00

Carleen Dark

Accepted by Station

Date
10/20/2020

Decusigned by:

Matt Schaefer

Date
10/20/2020

Accepted by Client

Date

Townsquare Media requires a minimum of two weeks written notice on any schedule cancellations once placed Client will be billed for all commercials scheduled up to the date of notification. Townsquare Media does not discriminate in the sales of advertising time or space and will accept no advertising which is placed with intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that there is no discriminatory purpose in campaign.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio Information: TYLER-LONGVIEW; SP20 / FA19; Metro; Multiple Dayparts Used; P 18--; See Detailed Sourcing Page for Complete Details
 Copyright © 2020 The Nielsen Company. All rights reserved.



Detailed Sourcing Summary

Radio Market: TYLER-LONGVIEW
Survey: Average of Nielsen Radio Spring 2020, Nielsen Radio Fall 2019
Geography: Metro
Daypart: Multiple Dayparts Used

Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	308,500	2,477

Stations: User Selected

Additional Notices:

Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes. Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diary/keeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: http://www.audition.com/downloads/MRC_Accredited_Services_Markets.pdf

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

Ascription Website:

<http://ascription.nielsen.com>

Rating Reliability Estimator:

<https://re.nielsen.com>

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.nielsen.com/secure/RR8/2020SPR/0502/dfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/RR8/2019FAL/0502/dfs/SpecialNotices.pdf>

Report Copyright 2008 Nielsen Software. Copyright 2008-2020 Nielsen. Nielsen Radio Data. Copyright 2019-2020 Nielsen. All rights reserved. For use pursuant to a license from The Nielsen Company. Subject to the limitations and qualifications disclosed in the data and reports.

TAPSCAN is a mark of TAPSCAN Inc. used under license. Nielsen and the Nielsen logo are trademarks or registered trademarks of CZIA/CN Trademarks, L.L.C. Copyright © 2020 The Nielsen Company. All rights reserved.

