



KFWD
606 Young Street
Dallas, TX 75202

MUNDOFOX52
KFWD-TV - DALLAS - FT. WORTH

G M M B Media
3050 K Street NW, Suite 100
Washington, DC 20007

Contract # 1580

Schedule Dates 10/28/14-11/03/14
Advertiser Wendy R. Davis for Governor (2389)
Agency G M M B Media (1688)
Product Political - Candidate (1055)
Brand 4th QTR 2014 (1103)
Salesperson Woodie, Phillip (1028)
Sales Office MundoFox New York
Buyer Name Pino, Tom
Phone/Fax (202) 813-4797 /
CPE 245/3994
Account Types National/Political Candidate
Billing Type Standard
Comments

Date Entered 10/27/14
Last Modified 10/27/14
Entered By Gianni Ortega
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$245.25
Net Total \$1,389.75
Sales Tax

DFW MundoFox 52 (KFWD)		
By Broadcast Month	Spots	Rate
Nov. 2014	28	\$1,635.00
Grand Total:	28	\$1,635.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/28/14-10/31/14	2	:30	9P- 9:30P (CST)			1	1	1	1			4	\$75.00	\$300.00	DFW MundoFox 52 (KFWD)		10/27/14
2.0	Normal Line / SPOT	11/03/14-11/03/14	2	:30	9P- 9:30P (CST)		1							1	\$75.00	\$75.00	DFW MundoFox 52 (KFWD)		10/27/14
3.0	Normal Line / SPOT	11/03/14-11/03/14	2	:30	9:30P- 10P (CST)		1							1	\$75.00	\$75.00	DFW MundoFox 52 (KFWD)		10/27/14
4.0	Normal Line / SPOT	10/28/14-10/31/14	2	:30	9:30P- 10P (CST)			1	1	1	1			4	\$75.00	\$300.00	DFW MundoFox 52 (KFWD)		10/27/14
5.0	Normal Line / SPOT	11/03/14-11/03/14	2	:30	4P- 4:30P (CST)		1							1	\$40.00	\$40.00	DFW MundoFox 52 (KFWD)		10/27/14
6.0	Normal Line / SPOT	10/28/14-10/31/14	2	:30	4P- 4:30P (CST)			1	1	1	1			4	\$40.00	\$160.00	DFW MundoFox 52 (KFWD)		10/27/14
7.0	Normal Line / SPOT	10/28/14-10/31/14	2	:30	4:30P- 5P (CST)			1	1	1	1			4	\$40.00	\$160.00	DFW MundoFox 52 (KFWD)		10/27/14
8.0	Normal Line / SPOT	11/03/14-11/03/14	2	:30	4:30P- 5P (CST)		1							1	\$40.00	\$40.00	DFW MundoFox 52 (KFWD)		10/27/14
9.0	Normal Line / SPOT	11/03/14-11/03/14	2	:30	5P- 6P (CST)			1						1	\$50.00	\$50.00	DFW MundoFox 52 (KFWD)		10/27/14
10.0	Normal Line / SPOT	10/28/14-10/31/14	2	:30	5P- 6P (CST)			1	1	1	1			4	\$50.00	\$200.00	DFW MundoFox 52 (KFWD)		10/27/14
11.0	Normal Line / SPOT	10/28/14-10/31/14	1	:30	8P- 9P (CST)		1		X	X	X	X		1	\$115.00	\$115.00	DFW MundoFox 52 (KFWD)		10/27/14
12.0	Normal Line / SPOT	10/28/14-10/31/14	2	:30	7P- 8P (CST)		1		X	X	X	X		1	\$60.00	\$60.00	DFW MundoFox 52 (KFWD)		10/27/14
13.0	Normal Line / SPOT	11/03/14-11/03/14	2	:30	7P- 8P (CST)		1	X						1	\$60.00	\$60.00	DFW MundoFox 52 (KFWD)		10/27/14

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

KFWD
606 Young Street
Dallas, TX 75202
(212) 822-7015

MFSPOT



GMMB Media

3050 K Street NW, Suite 100
Washington, DC 20007
3050 K Street NW, Suite 100
Washington, DC 20007

And:

Order #		4963 / 2		Alt Order #		WOC101729		Station Order #	
Order Type		GENERAL							
Product									
Candidate									
Flight Dates		10/28/14 - 11/03/14		Buyer		Tom Pino			
Advertiser		Wendy R. Davis for Governor		Agency		GMMB Media			
Sales Office		New York		Sales Region		National		Cash/Trade	
Station		KFWD		Account Executive		Phillip Woodie			
Demographic		Adults 35+		Product Code		230		245	
IDB#				Advertiser Code				Package Code	
Estimate #		3994		Advertiser Separation		00:30:00		00:05:00	

Line	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rating	Imp(000)	Spots	Amount
1*	10/28/14	11/03/14	NOTCS MUNDFOFOX	(4:00 PM-4:30 PM)		:30					5	\$200.00
Reduced rates, increased spots												
Week:	10/28/14	11/03/14	MTWTF--				5	\$40.00	0.00			
2*	10/28/14	11/03/14	NOT MFX-NICHL	(4:30 PM-5:00 PM)		:30					5	\$200.00
reduced rates, increased spots.												
Week:	10/28/14	11/03/14	MTWTF--				5	\$40.00	0.00			
3*	10/28/14	11/03/14	M-F 5p-6p	(5:00 PM-6:00 PM)		:30					5	\$250.00
reduced rates, increased spots.												
Week:	10/28/14	11/03/14	MTWTF--				5	\$40.00	0.00			
4*	10/28/14	11/03/14	NOTCS MUNDFOFOX	(9:00 PM-9:30 PM)		:30					5	\$375.00
reduced rate increased spots												
Week:	10/28/14	11/03/14	MTWTF--				5	\$75.00	0.00			
5*	10/28/14	11/03/14	NOT MFX-NICHL	(9:30 PM-10:00 PM)		:30					5	\$375.00
reduced rate, increased spots.												
Week:	10/28/14	11/03/14	MTWTF--				5	\$75.00	0.00			
6	10/28/14	11/03/14	M-F 8p-9p	(8:00 PM-9:00 PM)		:30					1	\$115.00
upgraded from 6-7P												
Week:	10/28/14	11/03/14	MTWTF--				5	\$75.00	0.00			

OK 10/27/14

10/27/14 New order. Begins Tomorrow. Check to follow later this afternoon.
10/27/14 Revision per waynes notes.

Month		# of Spots		Amount		GRP	
November 2014		28		\$1,635.00		0.00	
Total		28		\$1,635.00		0.00	

Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Imp(000)
7	10/28/14	11/03/14	M-F 7p-8p	1	\$115.00	0.00	
upgraded from 6-7P							
10/28/14	11/03/14	M-F 7p-8p		2	\$60.00	0.00	
(7:00 PM-8:00 PM)							
MTWTF--							
Total							
2							\$120.00
Total							
28							\$1,635.00



400 AFFECT

Check Date 10/27/2014					Vendor: 0001012778		KFW-D-TV		Check No. 134404					
Project Name: Wendy Davis for Governor					Flight Dates: 10/28/2014 thru 11/3/2014									
Project ID: 201063														
Activity ID: 200														
Invoice Number			Invoice Date		Voucher ID		Gross Amount		Discount Taken		Paid Amount			
00234036OCT2014NOV20			10/27/2014		00234036		1,389.75		0.00		1,389.75			

Memo for

Totals	
\$1,389.75	\$0.00
\$1,389.75	



Washington Harbour
3050 K Street, NW, Suite 100
Washington, DC 20007
202.338.8700

50-937213

Syracuse, NY

JPMORGAN CHASE BANK, N.A.

134404

Pay Amount \$1,389.75***

Date 10/27/2014

Date

ONE THOUSAND THREE HUNDRED EIGHTY-NINE AND 75 / 100 DOLLAR

Pay To The Order Of
KFW-D-TV
3000 West Story Road
Irving, TX 75038-3529

|||||

Authorized Signature

Raymond V. Olsen

⑈ 134404 ⑈ 021309379 ⑈ 6301530212509 ⑈